

"GREMLINS" "CHEERS" OLYMPICS DON MARTIN DAVE BERG

No.
249
Sept.
1984

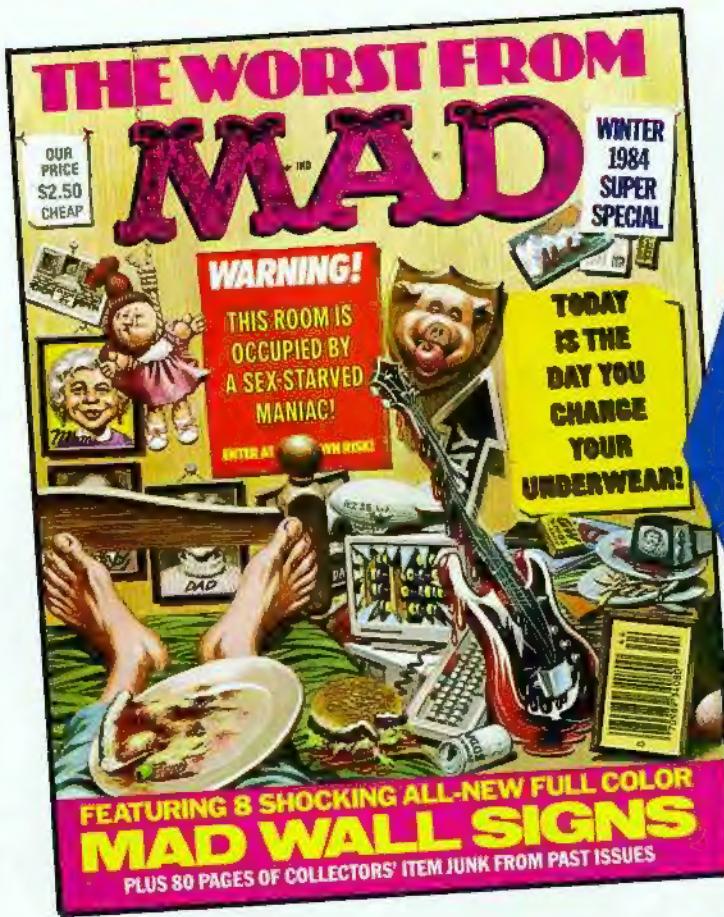
MAD

IND
OUR
PRICE
\$1.25
CHEAP



70989-33230

HAVE A MAD SUMMER!

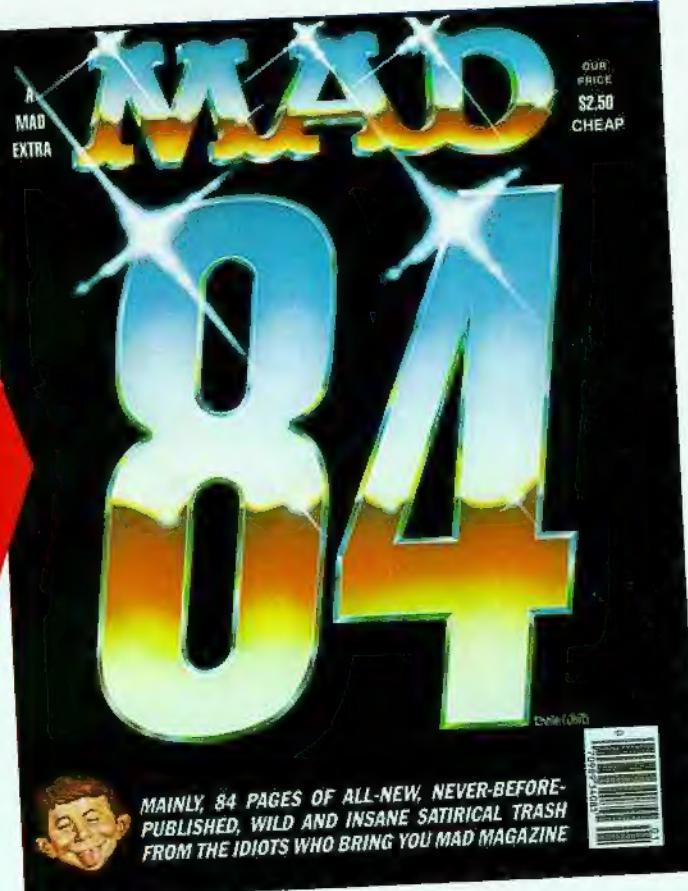
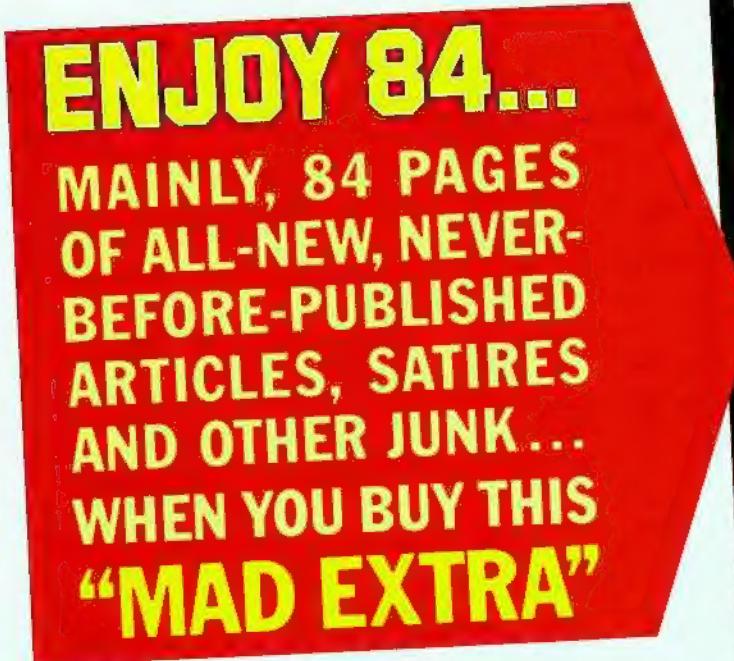


GET RID OF
YOUR OLD
HANG-UPS!

REPLACE THEM WITH
NEW MAD HANG-UPS!
YOU GET EIGHT WILD
ONES IN FULL-COLOR

FREE

WHEN YOU BUY THIS
“MAD SPECIAL”



LOOK FOR THEM (AND IF YOU DON'T SEE THEM, ASK FOR THEM) AT YOUR NEWSSTAND!

MAD

"Some girls get so love sick, they take the first pill that comes along!" —Alfred E. Neuman

WILLIAM M. GAINES publisher **ALBERT B. FELDSTEIN** editor

LEONARD BRENNER art director **TOM NOZKOWSKI** production
NICK MEGLIN senior editor **JOHN FICARRA** associate editor
GLORIA ORLANDO, CELIA MORELLI, SARA FOWLER, subscriptions
JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of	18
BLAST LAUGH DEPARTMENT	
Things To Do On "The Day After"	27
CARTOONING IN DEPARTMENT	
If The Real World Of Today Caught Up With The Comics	14
DAILY BREAD DEPARTMENT	
Psalm For A Modern Television Preacher	26
DON MARTIN DEPARTMENT	
One Fine Morning In The Hospital	11
One Fine Afternoon In The Morgue	23
One Fine Evening On A Street Corner	43
ERR APPARENT DEPARTMENT	
How Many Mistakes Can You Find In This Picture Of A Movie Theater?	24
IT'S TRAINING CATS AND DOGS, ETC. DEPARTMENT	
Other Uses For Household Pets	30
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	32
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn Out Dramas" By Aragones	**
OUR CREATURES PRESENTATION DEPARTMENT	
"Grimlins" (A MAD Movie Satire)	4
OUR FEATURES PRESENTATION DEPARTMENT	
MAD's Ideal Presidential Candidate For 1984	36
POINT OF YOU DEPARTMENT	
What's Cute... And What's Not	12
SALOONY GOONS DEPARTMENT	
"Beers" (A MAD TV Show Satire)	44
SIGNS OF THE CRIMES DEPARTMENT	
International Symbols For Other Olympic Highlights	17
SPLIT PERSONALITEASE DEPARTMENT	
Tom Hachtman's "DoubleTakes"	33
SWEAT SUCKS! DEPARTMENT	
The Sham-Jock Catalogue	39

**Various Places Around The Magazine

VITAL FEATURES

"GRIMLINS"

(A
MAD
Movie
Satire)
Pg. 4



WHAT'S
CUTE
...AND
WHAT'S
NOT
Pg. 12



IF THE REAL
WORLD OF
TODAY CAUGHT
UP WITH
THE COMICS
Pg. 14



THINGS
TO DO
ON
"THE DAY
AFTER"
Pg. 27



THE 1984
SHAM-
JOCK
CATALOGUE
Pg. 39



"BEERS"
(A
MAD
TV Show
Satire)
Pg. 44



FABULOUS FREE OFFER! SUBSCRIBE TO **MAD** AND GET...

**4* FREE MAD
“SUPER SPECIALS”**

WITH A 40 ISSUE SUBSCRIPTION!

*OUR CHOICE!

**3* FREE MAD
“PAPERBACK BOOKS”**

WITH A 24 ISSUE SUBSCRIPTION!

*OUR CHOICE!

24 FREE MAD
“WIRE STAPLES”**

WITH AN 8 ISSUE SUBSCRIPTION!

*BIG DEAL!

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

I enclose \$39.00*. Please enter my name on your subscription list and mail me the next 40 issues...
PLUS MY 4* FREE “MAD SUPER SPECIALS”!

I enclose \$25.00*. Please enter my name on your subscription list and mail me the next 24 issues...
PLUS MY 3* FREE “MAD PAPERBACK BOOKS”!

I enclose \$10.00*. Please enter my name on your subscription list and mail me the next 8 issues...
WITH MY 24** FREE WIRE STAPLES [3 PER ISSUE]!

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

*Outside U.S.A. (including Canada), \$12.00 for 8 issues or \$30.00 for 20 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

LETTERS DEPT.



“THE RIGHT STUFF”

I think the “usual gang of idiots” must have been really spaced out when they wrote “The Right Stuff”.

Mike Bowermaster
Plainfield, IN

After I read “The Right Stuff” (MAD #247), I finally realized what happened. You assembled a group of men who broke the “Useless Trash Barrier”.

David Garner
Adanta, GA

“AT THE MOVIES”

Dear MAD:

We give it “two thumbs up!”

Gene Siskel
Roger Ebert
At The Movies



“At The Movies” critics Gene Siskel and Roger Ebert, who were featured in MAD #246, enjoy seeing themselves in a MAD satire, or so it would seem.

RISKY LADY

I was certainly flattered to see myself represented as the mother, Mrs. Goodsen, in your satire of “Risky Business”. However, I don’t think your artist quite captured me. The enclosed photo will show you what I really look like.

Janet Carroll
Los Angeles, CA

The Real Janet Carroll



“T.S. SNOOKER”

I enjoyed Lou Silverstone’s and Angelo Torres’ takeoff of our show, “T.J. Hooker”, which appeared in MAD #243. It gave me and the cast and crew a lot of laughs. I’m glad that MAD thought of us.

Richard Herd
Los Angeles, CA



T.J. Hooker’s Boss Richard Herd And The Magazine of Crimefighters

ALFRED AT THE OSCARS

Thank you very much for allowing me to use your copyrighted character Alfred E. Neuman in my Oscar-winning film “Sundae In New York”. It was a pleasure working with Alfred although his insistent demands for a perfect set of chopsticks had us running all over town until we found a

pair with the right feel for Alfred. Again, on behalf of the entire cast and crew, thank you for making Alfred available for the cameo role, even though we had to kick his agent off the set for excessive kibitzing.

Jimmy Pickett
Brooklyn, NY



BUY AMERICAN

I've been a long-time reader of MAD, but in issue #247 I was greatly disappointed with your "MAD's Owner Manual For A New American Car." What joy do you get running down your own country? Your article was very much over-exaggerated. Is Tom Koch Japanese? If you don't like your own country, LEAVE!

Eric T. Johnson
MADison, WI

We like the country alright. It's just some people in MADison, Wisconsin we can't stand!—Ed.

You may not like the American cars, but how would you like it if everybody bought foreign magazines?? Your ass would be out of business! I wouldn't exactly call your magazine high-quality.

A Satisfied American Car Lover
MADison, WI

The above letter was of such high-quality that its author proudly signed his name!—Ed.

ONE WORD LEADS TO ANOTHER

Recently while reading the "Additions To The Dictionary" in MAD #247, I found myself hungry, so I ran down to the market and bought a rooney of youngmans. An hour after eating them, I noticed a pain in my side and suddenly I spiebergered. I mean it was starting to bronson my insides!! Later, my doctor said I had terminal khomeini, and a slight capote of the spine. Since then I've lost my job. Now I sit on the corner with my reggie and feel reagan. Oh, carree!!!

Michael Carey Schneider
Somewhere, USA

A MAD APOLOGY

For years I have been trying to get my name printed in your fine magazine. Last week I bought issue #247 and, FINALLY, there was my letter and name on page three. But I'm really disappointed, however, because I live in Columbus, INDIANA (Pop. Est. 30,000) and not in Columbus, Ohio, as printed in your magazine. After all my years of trying, I think you guys owe me an apology! You really screwed up this time! I hope you get this matter straightened out at once!

Jim Lang
Columbus, GA

LIES, LIES AND MORE LIES

After reading "MAD's List Of Runners-Up For The Three Biggest Lies In America", I realized that you forgot one: "Some of my best friends are Jewish."

Liz McSorley
Closter, NJ

Another lie: "Hello, I'm from the Federal government and I'm here to help you."

Kurt Marmar P.A.
Coral Gables, FL

Also: Rich Erlich, Oxford, OH;

You left out the biggest lie ever printed in the whole world: On any produce—"The Official Of The 1984 Olympics".

Mike Griffin
Choctaw, OK

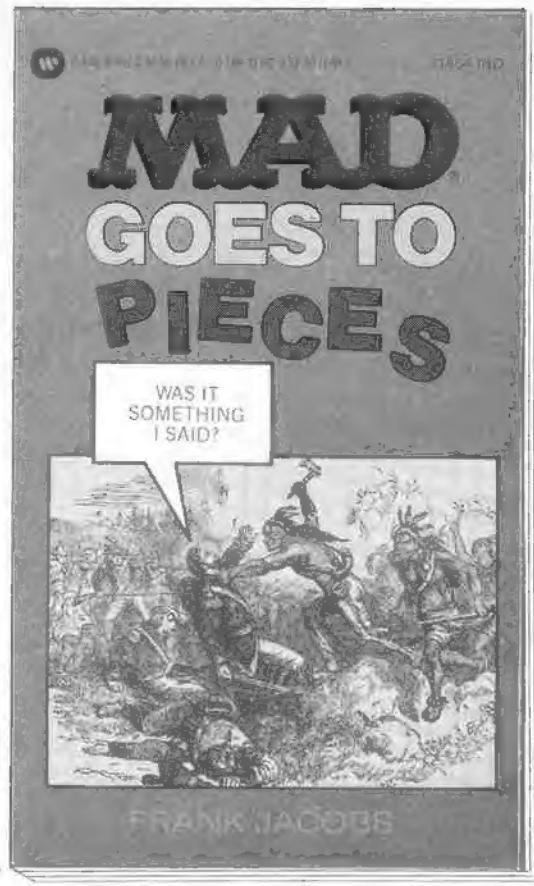
Please Address All Correspondence To:
MAD, Dept. 249, 485 MADison Avenue
New York, New York 10022

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed stamped envelope or a "Congratulations Grandpa" card to William M. Gaines

GOOD NIGHT, SWEET PRINTS!

MAINLY, WE'VE JUST
PUT TO BED A NEW,
ALL-ORIGINAL MAD
COLLECTION OF DUMB
OLD ENGRAVINGS WITH
DUMB NEW DIALOGUE!

TO BUY, OR NOT
TO BUY, THAT IS
THE QUESTION!



On Sale Now At Your Favorite Bookstand, Or Yours By Mail

use coupon or duplicate

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PLEASE
SEND ME

MAD GOES
TO PIECES

ALSO PLEASE SEND ME THESE OTHER MAD
PAPERBACK BOOKS I'VE CHECKED BELOW:

- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-vertising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- A MAD Guide to Self-Improvement
- A MAD Guide to Fraud & Deception
- MAD Sex, Violence & Home Cooking
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More AL JAFFEE's Snappy Answers
- AL JAFFEE MAD Inventions
- Lord! Another JAFFEE Snappy Answers
- AL JAFFEE Freaks Out
- ARAGONES "Viva MAD"
- ARAGONES MAD about MAD
- ARAGONES MAD-ly Yours
- ARAGONES In MAD We Trust

- ARAGONES MAD as the Devil
- ARAGONES Incurably MAD
- ARAGONES Shootin' MAD
- ARAGONES MAD Marginals
- ARAGONES MAD As a Hatter
- ARAGONES MAD Menagerie
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD Talking Stamps
- The MAD Jumble Book
- More MAD About Sports
- MAD Around the World
- MAD Goes Wild
- Get Stuffed With MAD
- MAD Jock Book
- MAD Word Power
- Politically MAD
- MAD Look at the Future
- MAD Book of Mysteries
- MAD Tell It Like It Is Book
- MAD Cradle to Grave Primer
- MAD Make Out Book
- MAD Clobbers the Classics
- MAD Book of Revenge
- MAD Guide to Careers
- MAD Survival Handbook
- MAD's Fast Living
- History Gone MAD
- The MAD Worry Book
- MAD Weirdo Watchers Guide
- MAD Stew
- The Sound of MAD
- EDWING Bizarre Bazaar
- EDWING Book of Almost Superheroes
- Edwing MAD Variations
- Clod's Letters to MAD
- PORGES How Not To Do It
- PORGES Cheap Shots
- Coker MAD Pet Book

Allow 10 weeks for delivery

Outside the U.S.A., add
15% extra.

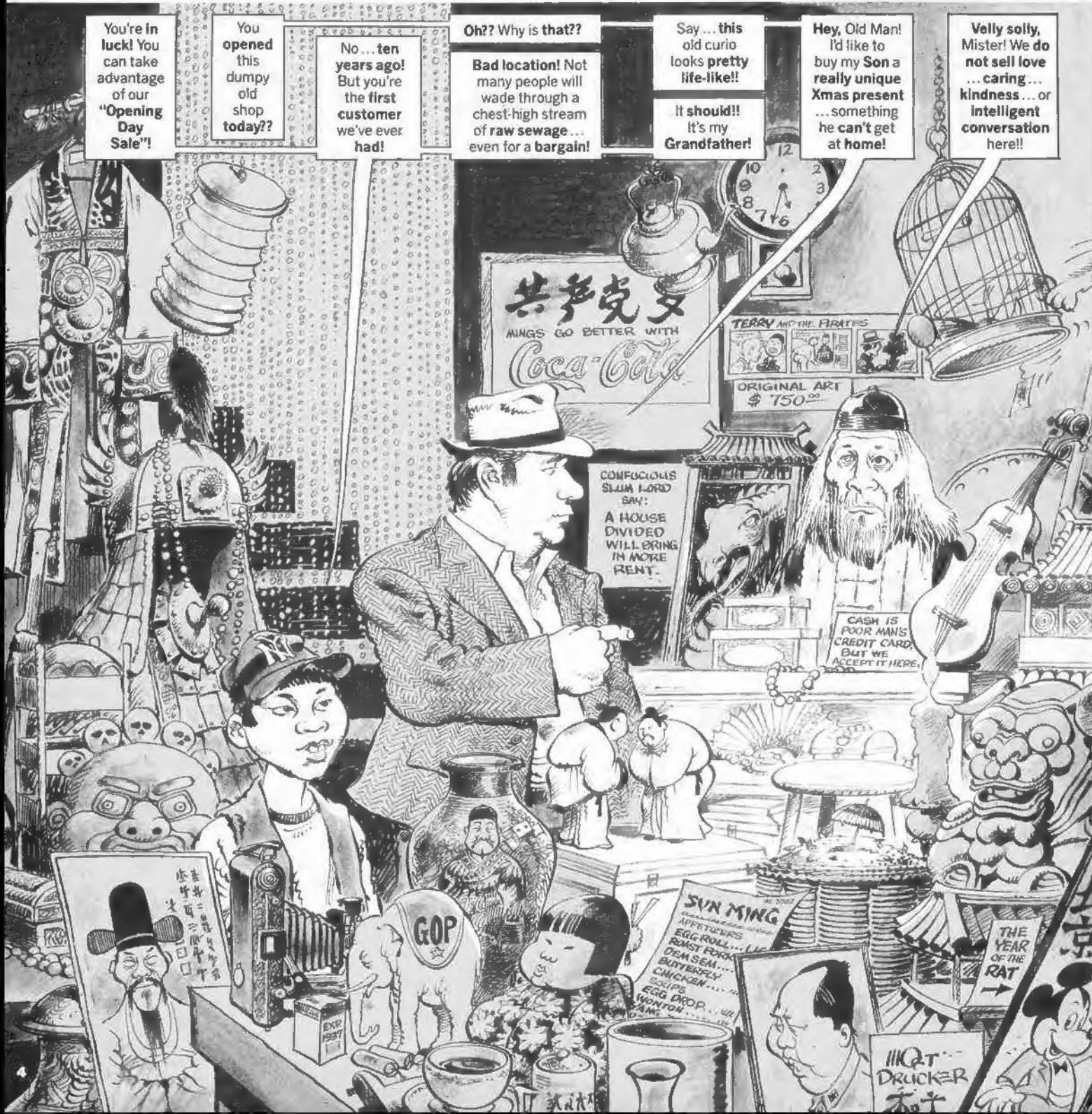
I ENCLOSE \$1.95 FOR EACH
(Minimum Order: \$5.85)

We cannot be responsible for cash
lost or stolen in the Mails. Check
or Money Order Preferred!

OUR CREATURES PRESENTATION DEPT.

Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...

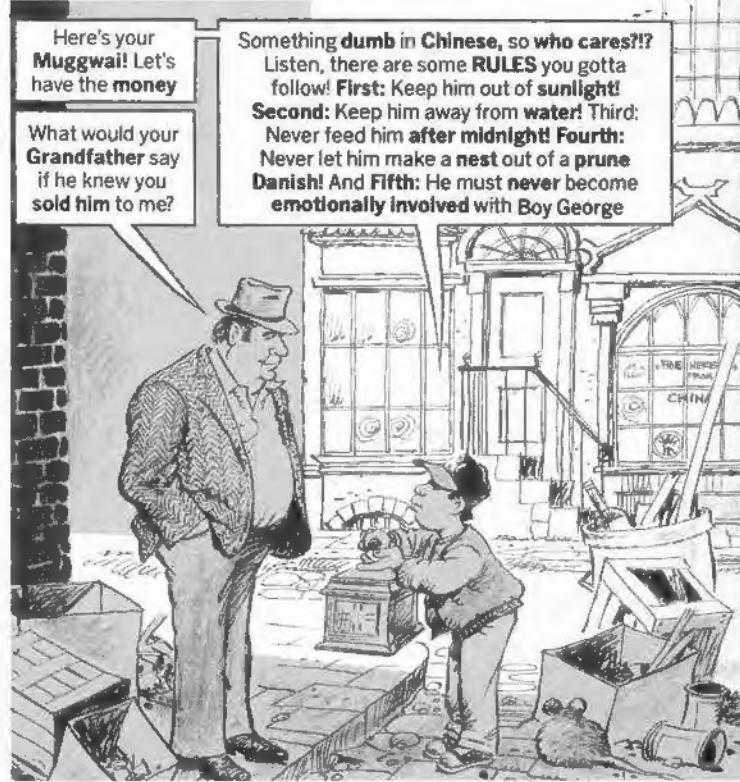
GRI



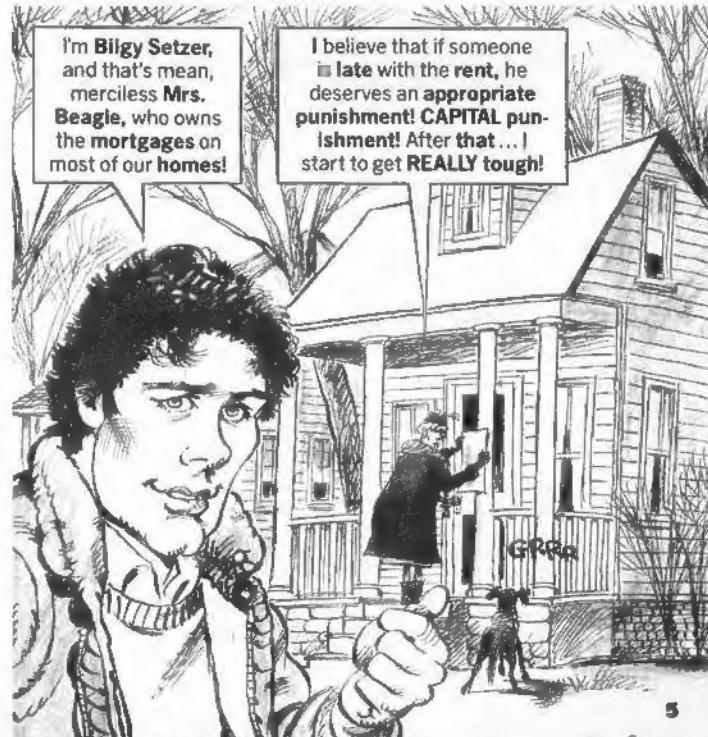
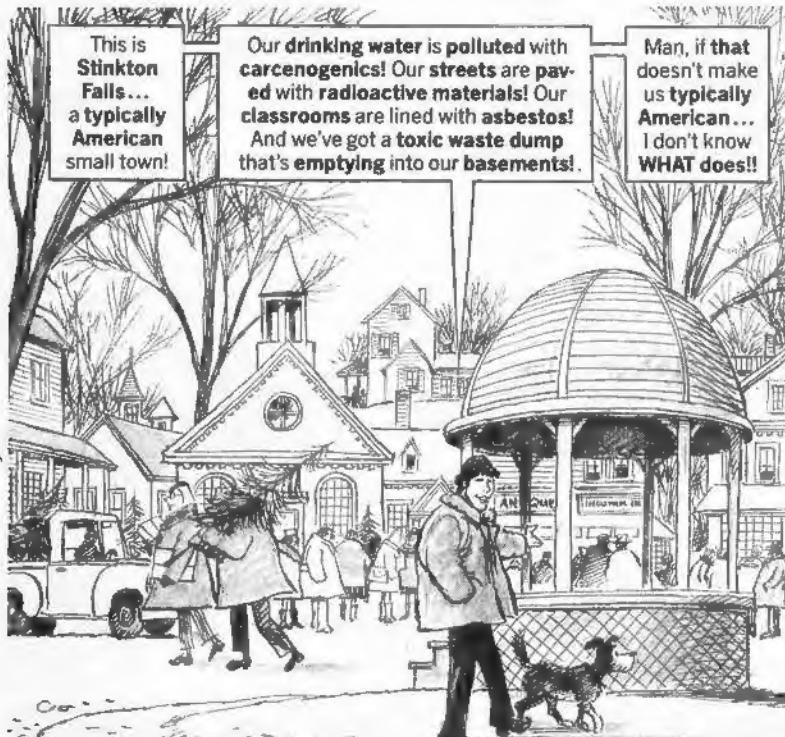
MILKINS



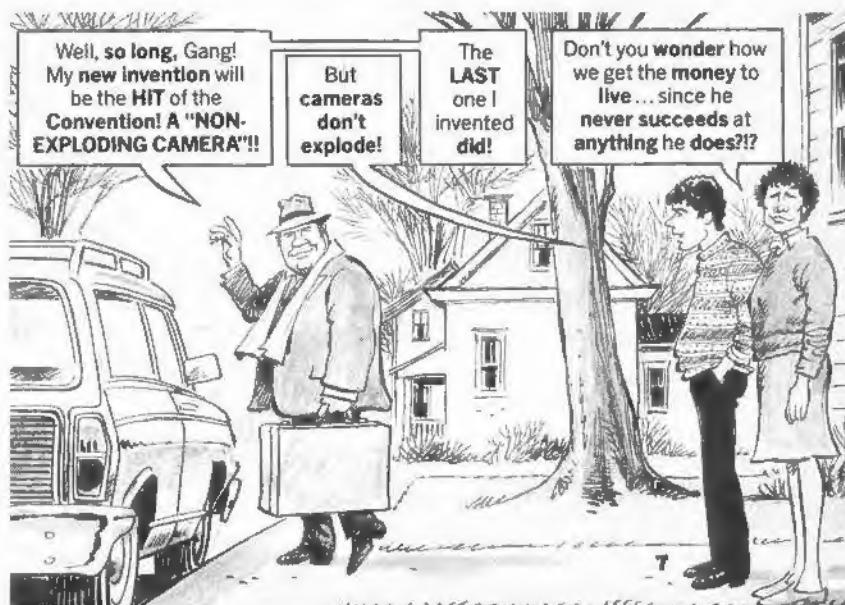
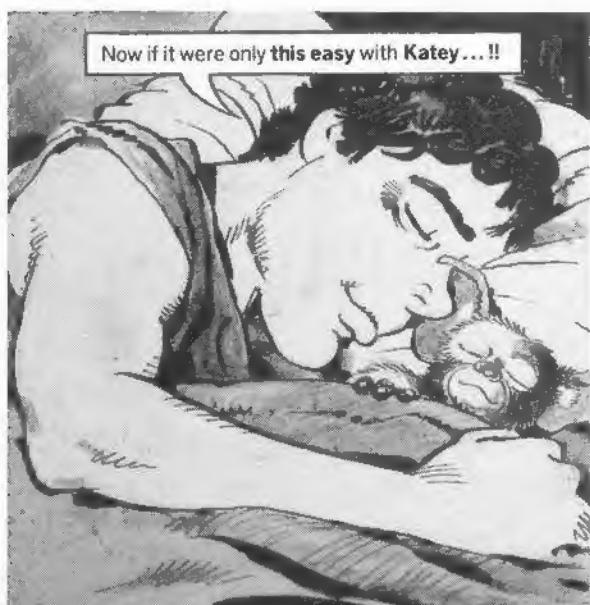
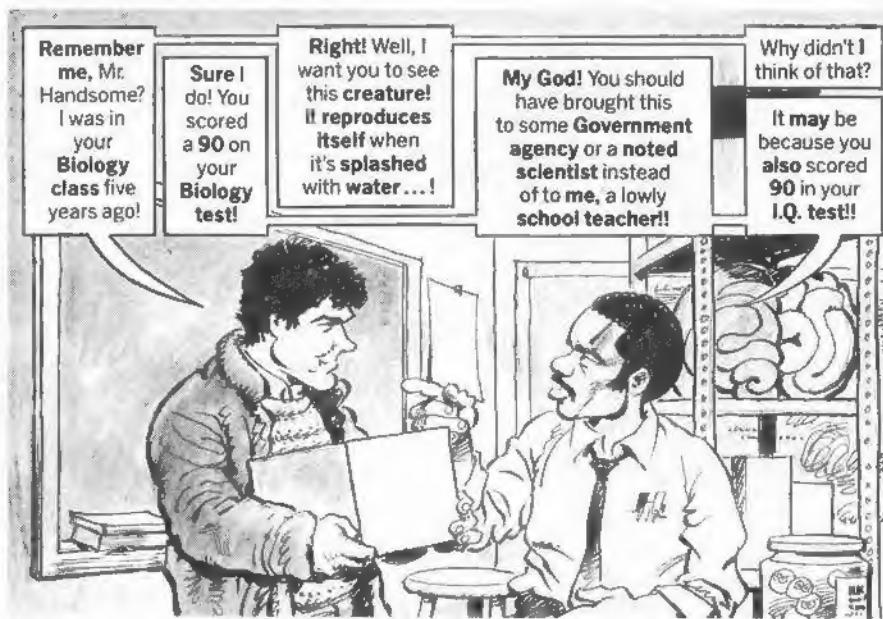
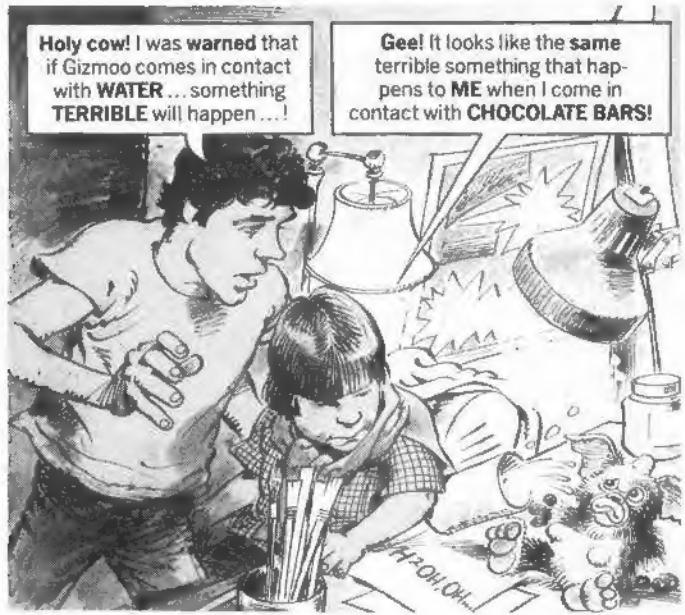
ARTIST: MORT DRUCKER



WRITER: STAN HART







Bilgy ... have you ever seen anything like this before?

Not since "The Invasion Of The Body Snatchers" ... and "Alien"! Pods like this always mean that when they hatch, they're going to be nasty creatures!!

Look what they're doing to Gizmo! Why are those newly-born Muggwais so unpleasant?

They watched John McEnroe play tennis on TV ... and now they're imitating him!

It's important that I offer you this candy!

Glitch?? Weet??

Why?? Because the money we get for plugging all these commercial products in the picture helps pay for some of the production costs!!

Yaaaahh! When you said you wanted to chew on some roughage, I didn't think you were talking about ME!!

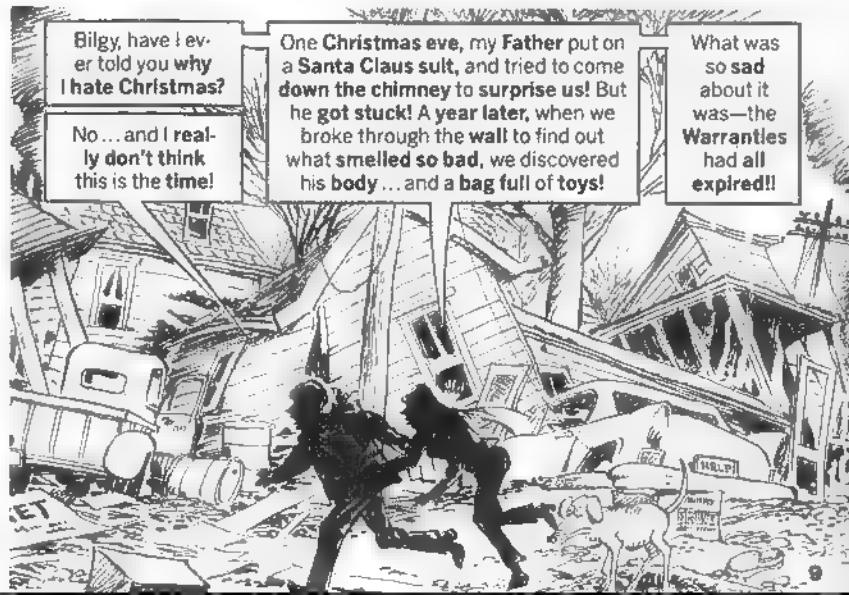
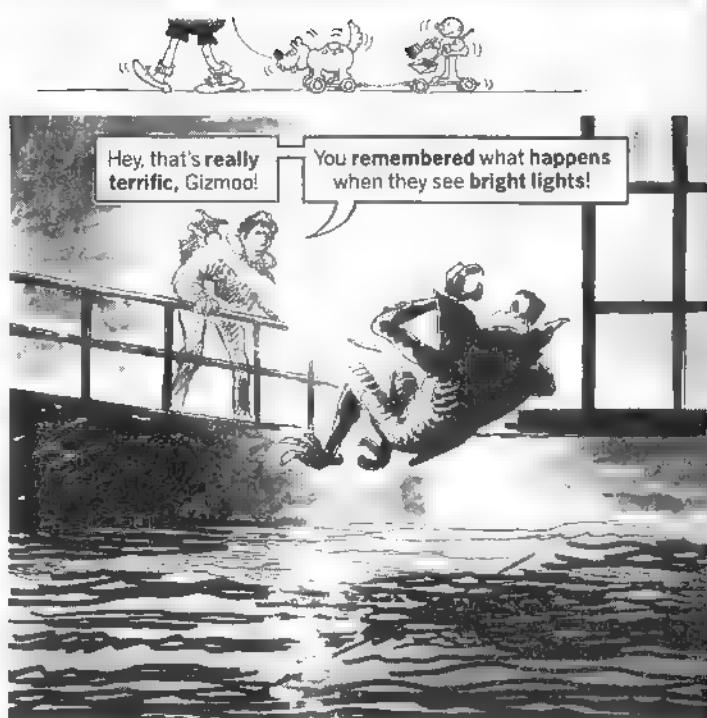
This stuff doesn't really taste that terrific! But ANYTHING's better than the food in the school cafeteria!!

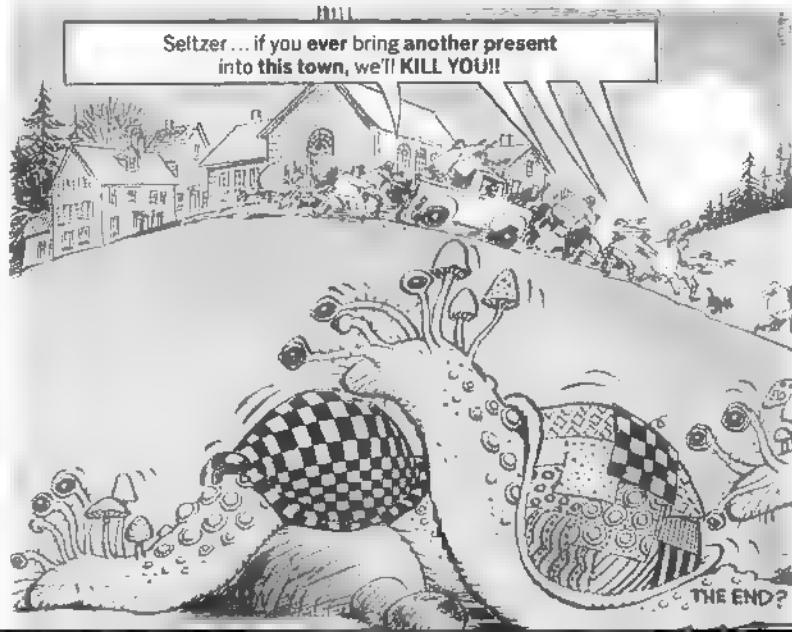
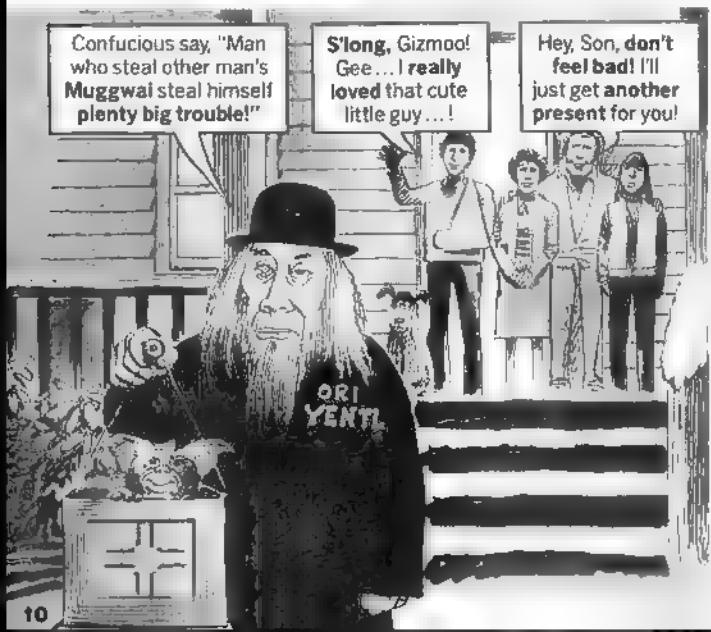
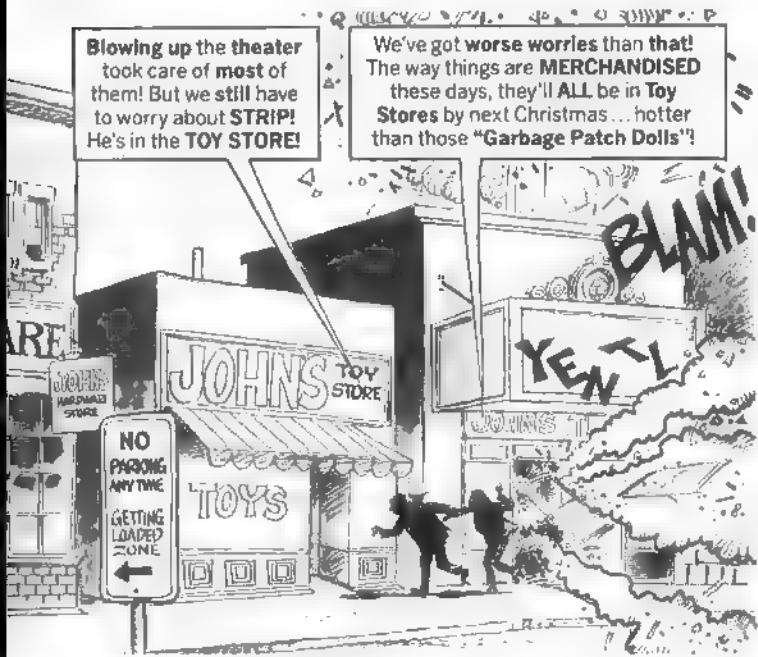
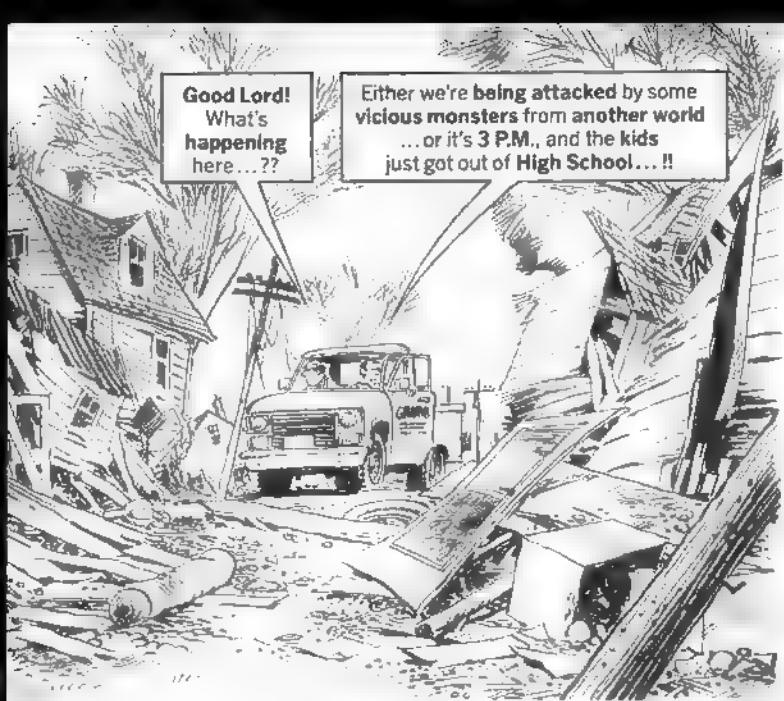
Hey, stop jumping on me ... and breaking up the place!!

Where do you think you are ... ? At an office Christmas party???

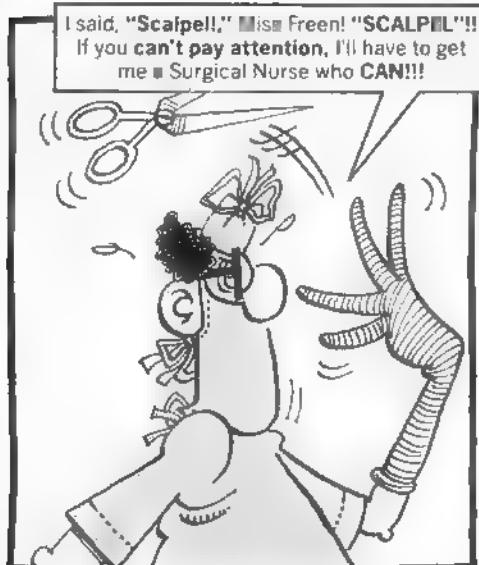
Trapping the creatures in this microwave oven, and pushing the "Bake" button will do two things !!

First: It'll KILL those monsters in minutes! And second! It'll give the kids NIGHTMARES for months!!





ONE FINE MORNING IN THE HOSPITAL



A MAD
GUIDE
TO...

POINT OF YOU DEPT.

WHAT'S CUTE ...

ARTIST: PAUL COKER



Girl Scouts are cute!



Girl Scouts selling cookies are not!



Precocious kids on TV are cute!



Your daughter's first wedding is cute!



Her fourth wedding is not!



Cats are cute!



Your little daughter dressing up in Mom's clothes is cute!



Your grown-up son dressing up in Mom's clothes is not!



Your son's crush on his second grade teacher is cute!

AND WHAT'S NOT

WRITER: MARK DRESSLER



Precocious kids at home are not!



Babies that drool are cute!



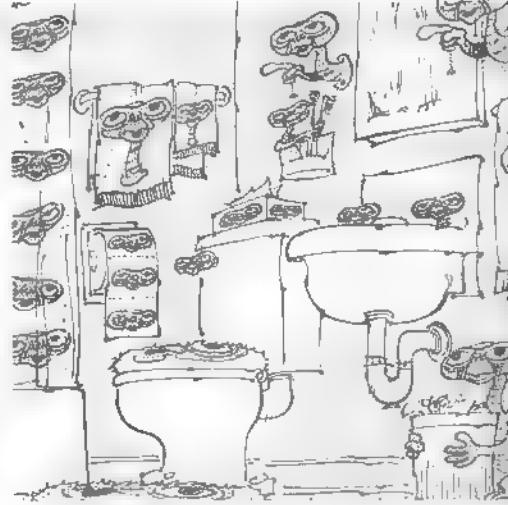
Grown men who drool are not!



People who adore cats are not!



E.T. in the movie was cute!



E.T. all over your house was not!



Your husband's crush on the same teacher is not!



Playing "Cowboys and Indians" when you're a kid is cute...!



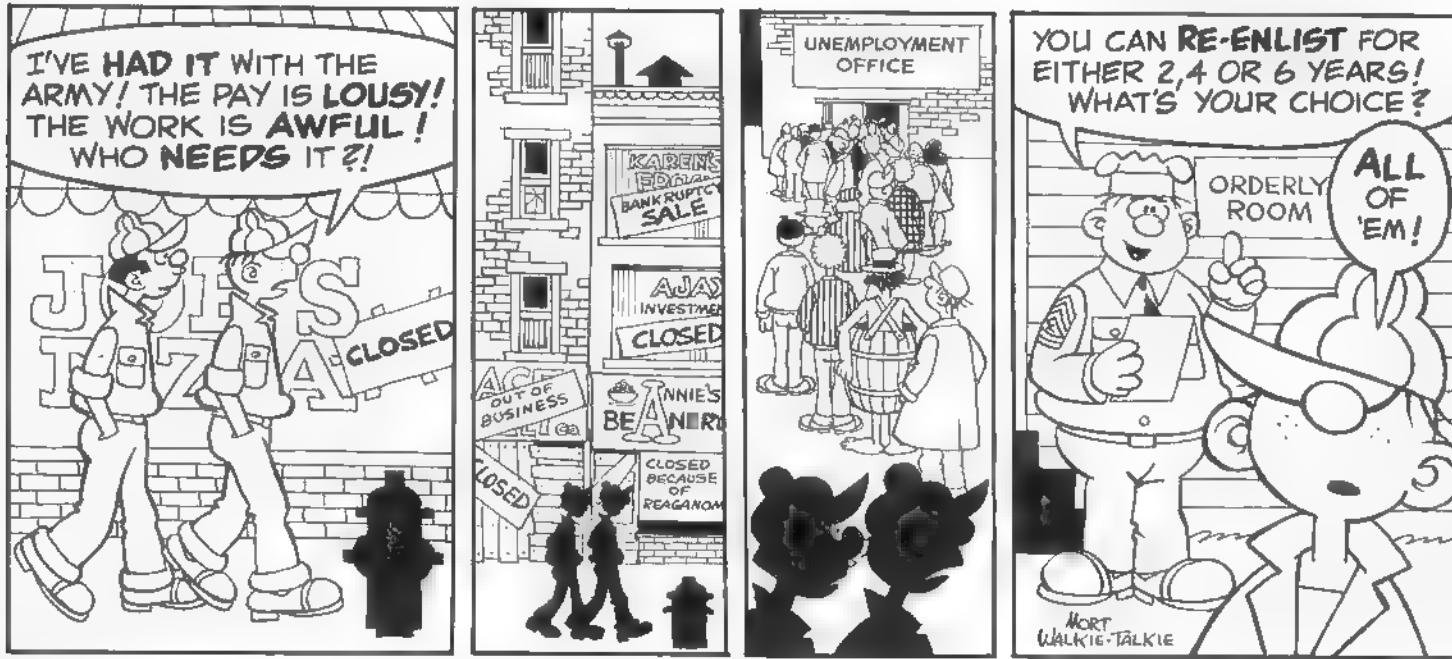
Playing "Cowboys and Indians" when you're President of the U.S. is not!

CARTOONING IN DEPT.

What's been happening in the comic strips these days? The same old stuff, as if you didn't know. Dagwood, Beetle Bailey and their syndicated buddies are still doing their usual things in their own private little insulated worlds. Wouldn't it be re-

IF THE REAL WORLD CAUGHT UP WITH

Beetle Bailey



Garfield



freshing if, just for a change, they got in touch with some of the cold, hard facts of today's real world? It sure would! But until that miracle happens, you'll just have to make do with the following MAD examples which show you what you'd have...

WORLD OF TODAY TH THE COMICS

Blondie

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



Agatha Crumm



Momma

LOOK AT YOU--MY SON THE FAILURE! NOT EVEN A DENTIST...MUCH LESS A DOCTOR! HOW I SUFFER BECAUSE OF YOU!

SURE, MOMMA!

AND YOU--MY OTHER SON--THE LAZY BUM! SUCH PUNISHMENT I DON'T DESERVE!

THOSE ARE THE BREAKS, MOMMA!

HAS ANYONE ENDURED SUCH MISERY, SUCH ANGUISH, SUCH HEARTBREAK-

CATCH YOU LATER, MOMMA!

WE SHOULD HAVE DUMPED HER HERE LONG AGO!

SHADYVILLE NURSING HOME

MELL LACERATUS

Hagar the Horrible

I THOUGHT WE SIGNED A LIMITED ARMS TREATY WITH THE INFIDELS!

WE DID!

EACH SIDE AGREED TO REDUCE ITS ARMED STRENGTH TO THE SAME LEVEL! IT'S CALLED "PARITY"--AND IT WILL BRING PEACE!

PEACE?!? THEN WHY HAVE WE KILLED 500 OF THEIR ARCHERS?

SOMEBODY HAD TO TAKE THE FIRST STEP!

DIK BROWNEOUT

Andy Capp

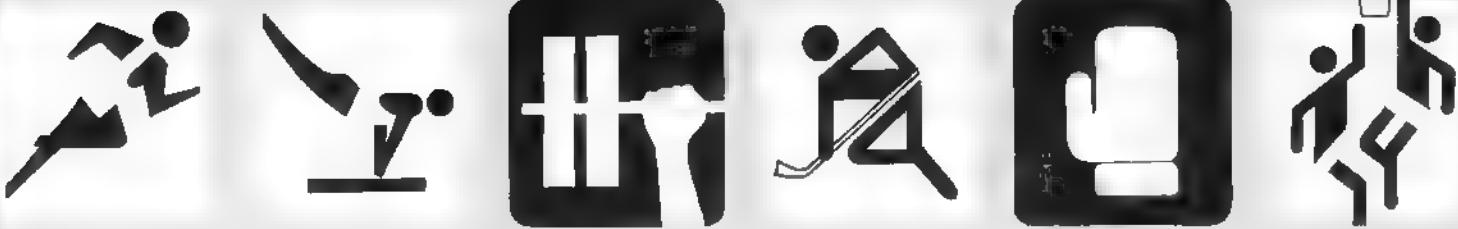
WHAT'S WRONG, PET? YOU HAVEN'T SAID A WORD ALL NIGHT!

I KNOW YOU'RE UPSET BECAUSE I WAS FOOLING AROUND WITH THAT BAR-MAID! BUT I ASSURE YOU...THAT'S ALL OVER!

SO WHAT'S BOthering YOU? IS IT JEALOUSY? ANXIETY? WORRY?

TRY HERPES!

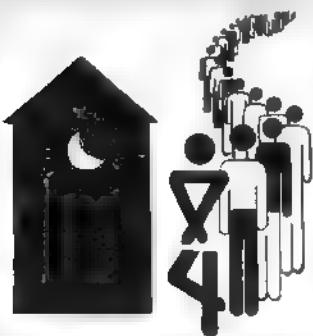
Scythe



SIGNS OF THE CRIMES DEPT.

The above signs are examples of the "International Symbols for Olympic Events" that have been used over the years to guide those who attended the games. But this July and August, millions of tourists will be descending upon Los Angeles to attend the Summer Olympic Games in the U.S.A., and MAD believes there should be some special

INTERNATIONAL SYMBOLS FOR OTHER OLYMPIC HIGHLIGHTS



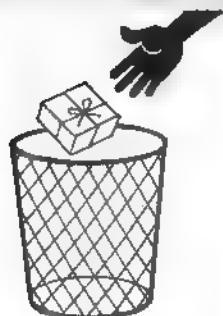
RESTROOMS



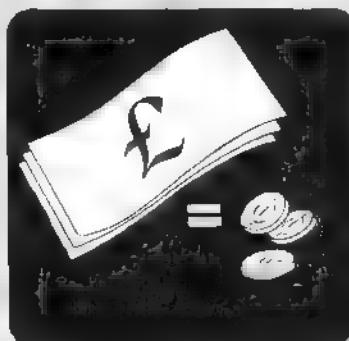
PARKING AREA



LATE TICKET SALES



SOUVENIR GIFTS



CURRENCY EXCHANGE



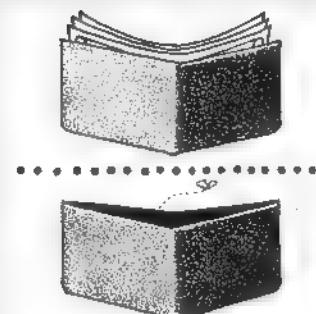
LOW PRICE SEATS



VENDING MACHINES



PAY PHONES



LOST AND FOUND

DATING



BERG'S-EYE VIEW DEPT.

FAVORS



CLOTHING



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

ACCIDENTS



MORNINGS

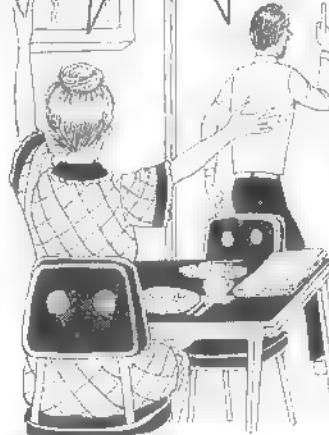
I—I can't believe it!
Here I am, smack-dab in
the middle of a corny
CLIQUE SITUATION!!

Huh?
What's
bugging
you???

I HATE IT when you read
the **NEWSPAPER** when we're
having **breakfast**...!!

I feel so
—so LEFT
OUT of
everything!

Sorry...!
I'll take
care of it
right now!!



QUESTIONS

Do you like nuts...?
Why...??

Are you asking me to
GO STEADY with you...??



SHOPPING

Did you ever read the list
of **INGREDIENTS** in these
boxes of food products...?

No! What
about
them...?



THE TELEPHONE

Roger's been more depressed
and down in the dumps than
ever before! I'd better give
him a call and see how he is!

Hi, there!
How the heck
are you...??

Great...!
Marvelous!
Stupendous!

I'm fantastic! I feel totally
self-confident, and absolutely
sure of myself! I could go out
there and conquer the world!!

Uh... what number is this??



TELEVISION



COMPASSION



THE FAMILY CAR



ILLNESS



Hi! I heard you had the FLU!!

Yeah! I had a bad case!

The Doctor put me on heavy doses of a new medication—

—and it knocked out my Flu in a couple of days!!

So why are you still in bed...?

Now I have to recover from the SIDE EFFECTS of the MEDICATION!



DO-IT-YOURSELF

All I have to do is tighten these screws, and I'll be finished with this thing!

Darn it! The phone **WOULD** ring just as I'm on the last one! Mark, be a good boy and **answer** it for me!

Hello...? Mr. Krock...?
You mean, my Dad's **BOSS**?!
Uh, Dad can't come to the phone right now! **WHY**...??

He's got a **SCREW LOOSE**!!



RESTAURANTS

Will you look at THAT...???

Oh, my gosh...!
Call the Waiter, and **COMPLAIN**!!

Waiter, there's **HAIR** in my soup!

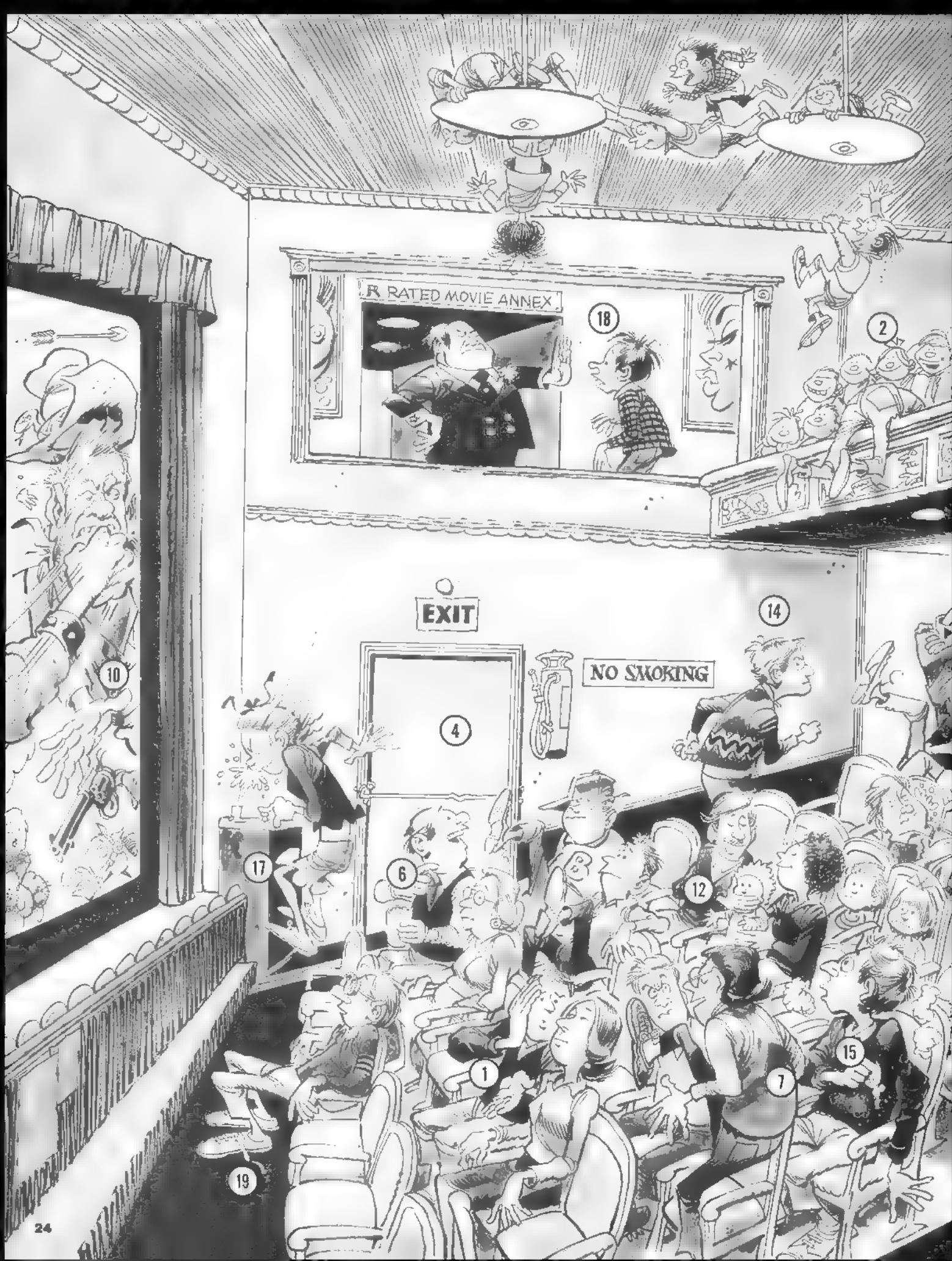
What...??
Impossible!

I'll be a son of a gun!
There **really** **IS** a hair in your soup! I'd better take it back to the kitchen...!



ONE FINE AFTERNOON IN THE MORGUE

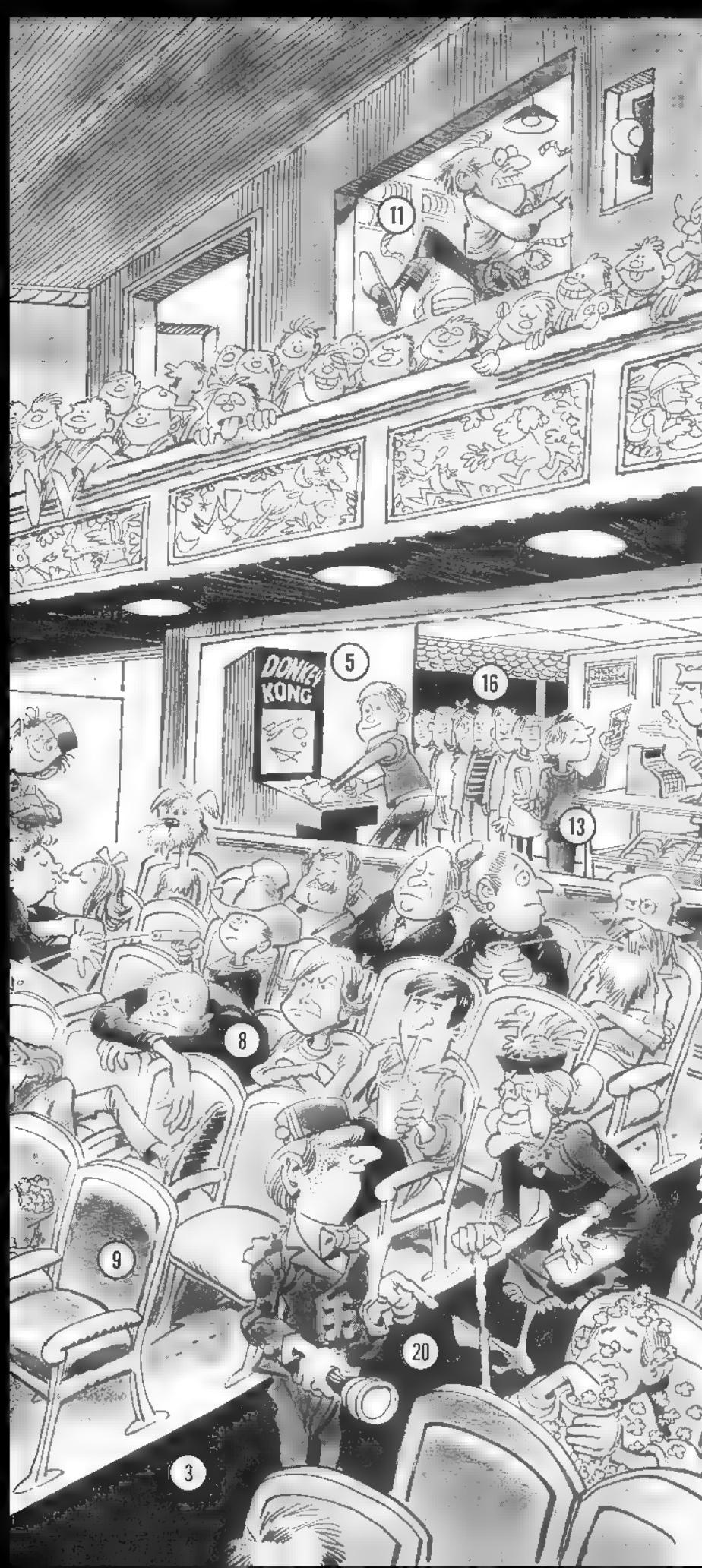




ERR APPARENT DEPT.

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A MOVIE THEATER?

ANSWERS



A PSALM FOR THE MODERN TELEVISION PREACHER

The Lord is my meal ticket; I shall not starve.

He alloweth me to lie outrageously on TV;
He leadeth me beside the rich and powerful.

He restoreth my ratings.

He helpeth me to sell cheap merchandise
in His name's sake.

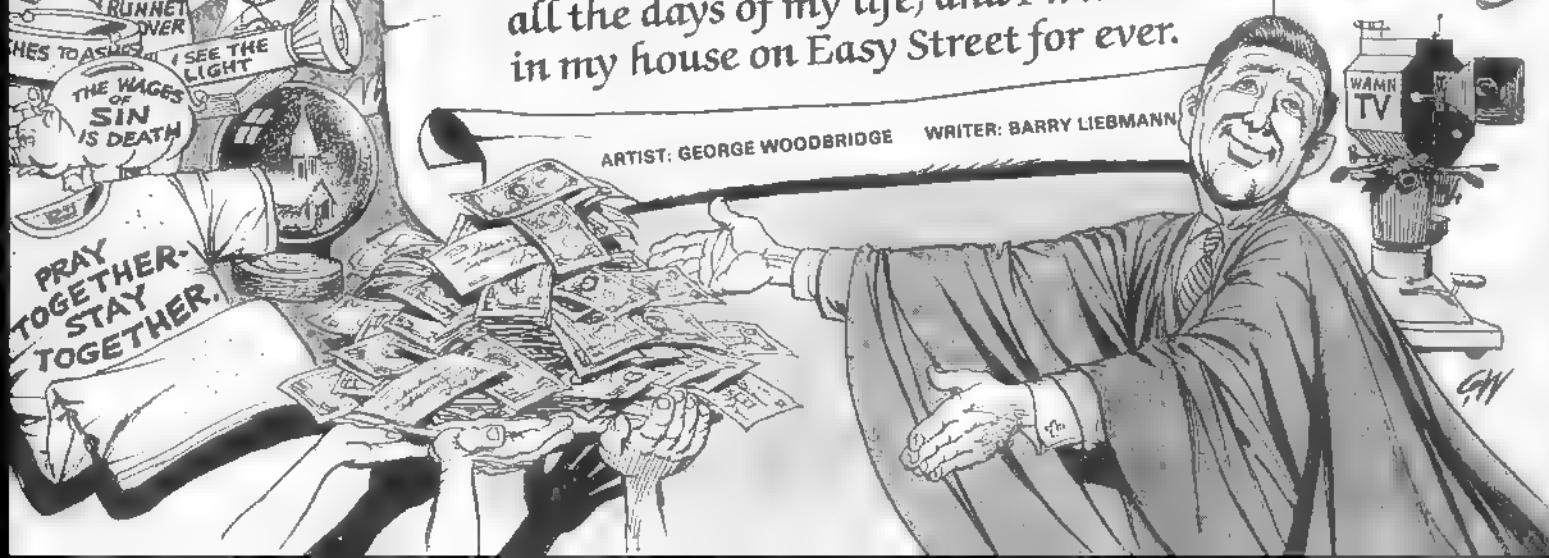
Yea, though I owe a bundle to the I.R.S.,
I will fear no audit:

For Thy tax shelters and Thy tax
exemption, they protect me.

Thou preparest a platform for me to spew
bigotry in the presence of mine
viewers; Thou swellest my head with
ego; my bankbook runneth over.

Surely power and money shall follow me
all the days of my life; and I will dwell
in my house on Easy Street for ever.

ARTIST: GEORGE WOODBRIDGE WRITER: BARRY LIEBMAN



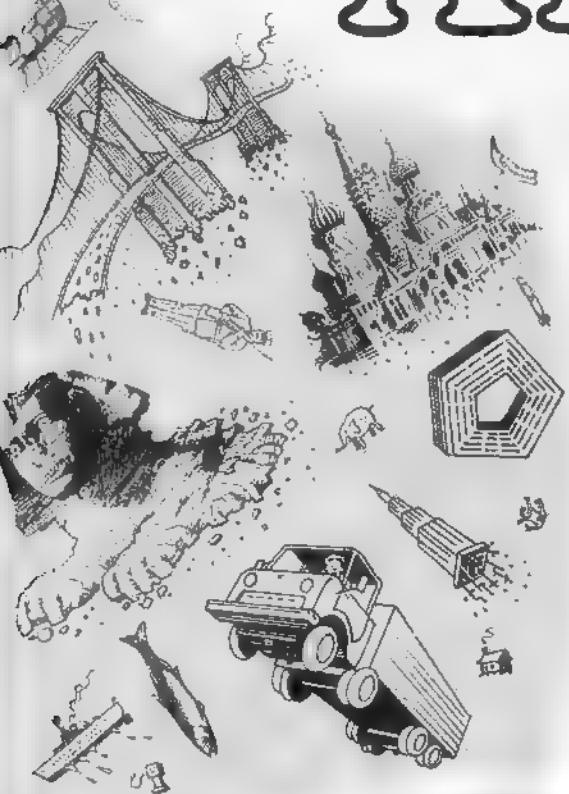
BLAST LAUGH DEPT.

Everyone knows that the best thing to do in difficult times is to keep busy! Keeping busy occupies your mind and prevents you from going into deep depression. So, just to be safe, here are some MAD suggestions for keeping busy during the difficult time ahead. Mainly, here are some

WARNING: THE SURGEON GENERAL HAS DETERMINED THAT EXPOSURE TO NUCLEAR RADIATION MAY BE HAZARDOUS TO YOUR HEALTH

THINGS TO DO ON THE DAY AFTER

WRITER AND ARTIST: AL JAFFEE





Cancel your subscription to "House Beautiful" magazine.



Use old "Nuclear Protest Signs" to close broken windows.



Find other uses for flashlights,
now that you glow in the dark.



Write a tender message on your overdue term paper.



Use birth control devices for other recreational activities... now that everyone's sterile anyway.



Stuff a pillow with your
falling-out hair, and...



...make a necklace with
your falling-out teeth.



Put your Ten-Year-Calendar to more immediate practical use.



Park anywhere you like any time you like.



Put the cat out as a night light.



Use your school textbooks to keep warm.



Promise to clean your room if your parents buy you a bulldozer.



Call any broker and offer to buy ten million shares of General Motors Corp. for ten cents.



Treat your "Pro-Nuke" neighbor to a special cigar you've saved for just such an occasion.



Eat, drink and smoke anything you want! The nicotine, tars and additives are the least of your problems now.

IT'S TRAINING CATS AND DOGS, ETC. DEPT.

OTHER USES FOR

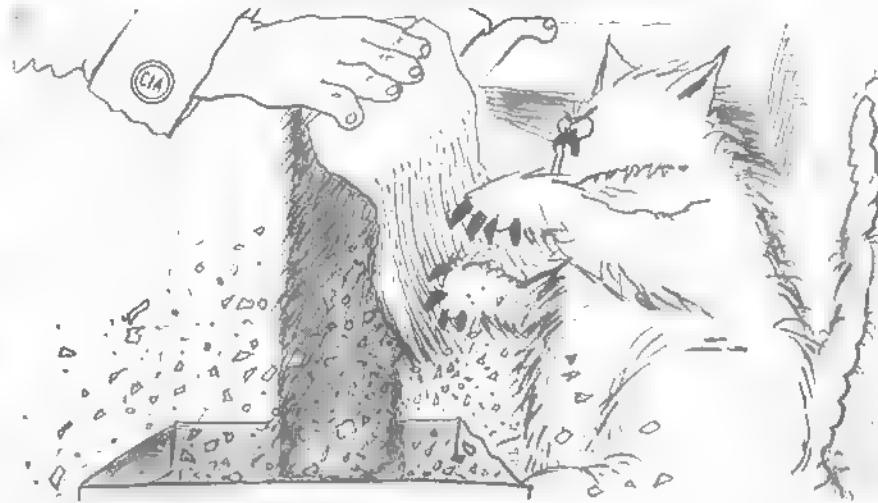
DACHSHUND WALKMAN
CASSETTE CARRIER



CHIHUAHUA PICKPOCKET GUARD



PUSSYCAT PAPER-SHREDDER



PARROT CLOTHES PINS



POINTER END TABLE



HOUSEHOLD PETS

WRITER AND ARTIST: PAUL PETER PORGES

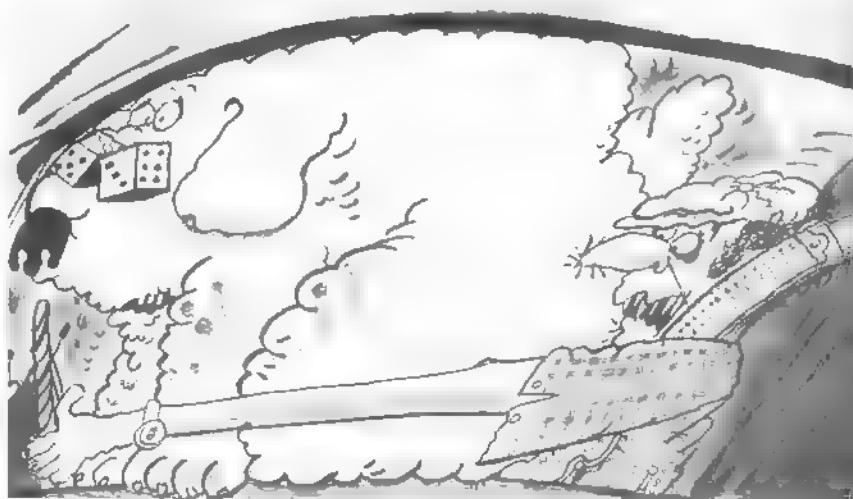
ST. BERNARD ENVELOPE SEALER



TWIN TURTLE NO-SLIP FALSIES



SHEEP DOG CAR CRASH SAFETY CUSHION



HAMSTER DOWNSPOUT CLEANER



CANARY COOKIE CUTTER





SPLIT PERSONALITEASE DEPT.

Hey, Gang! There's a new book out that we think is pretty funny, and we thought we'd share it with you. So we called up the publishers and conned them into giving us permission to reprint ten examples of...

TOM HACHTMAN'S **DoubleTakes**



Eddie Smurf



Stevie Wonder Woman





Olivia Elton John



Bruce Spinksteen



Farafat



KISSinger



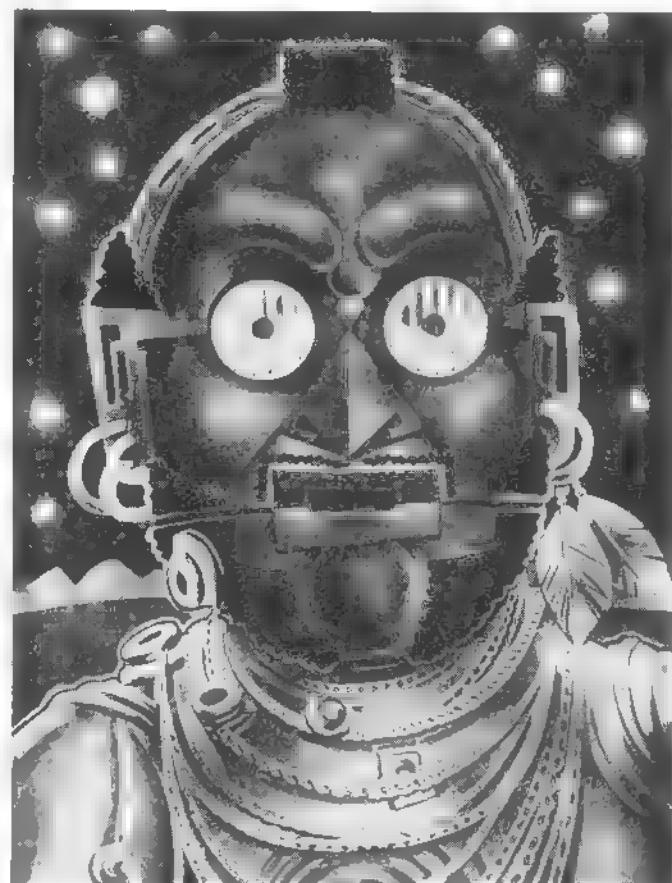
**Prince Charles Manson
and Princess Die**



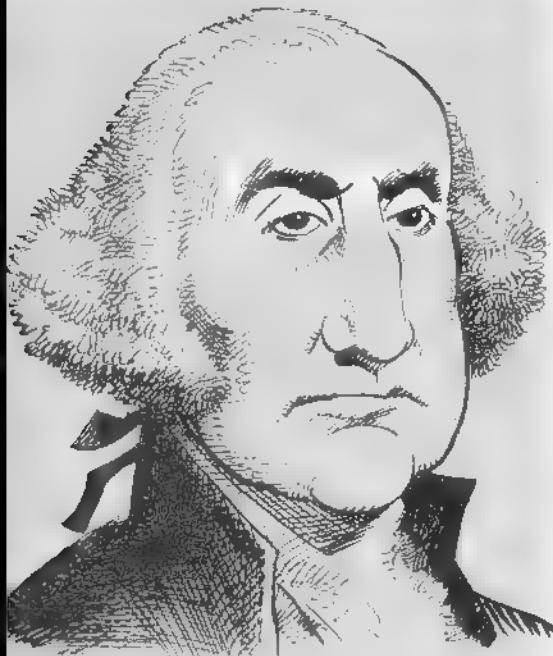
Mick Jabba



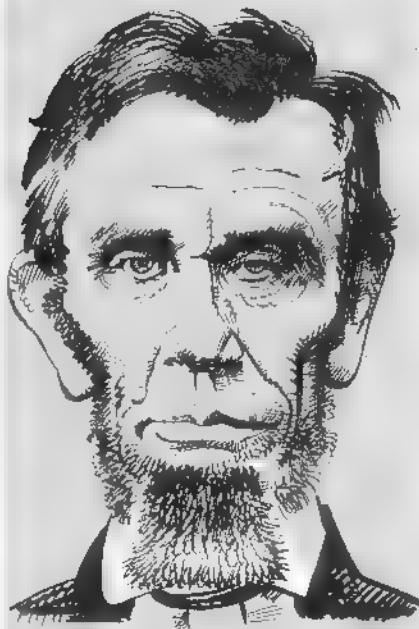
Tattoo-D2



Mr. T3PO



The Eyebrows of
GEORGE WASHINGTON



The (Upside-Down)
Beard Of
ABRAHAM LINCOLN



The Eyebrows, And
Wedding Ring Of
RONALD REAGAN

OUR FEATURES PRESENTATION DEPT.

This summer, America's two major political parties will hold National Conventions to nominate their candidates for President of the United States. And this November, the voters will choose between them. Of course, these Presidential candidates will have good features...and bad features. But neither will be perfect! Which brings us to this article: We've taken selected features from two dynamic past Presidents...plus all the other hopefuls who, either actively or passively, sought their Party's nomination in 1984...and put them together to bring you—

MAD'S

ARTIST: MORT DRUCKER



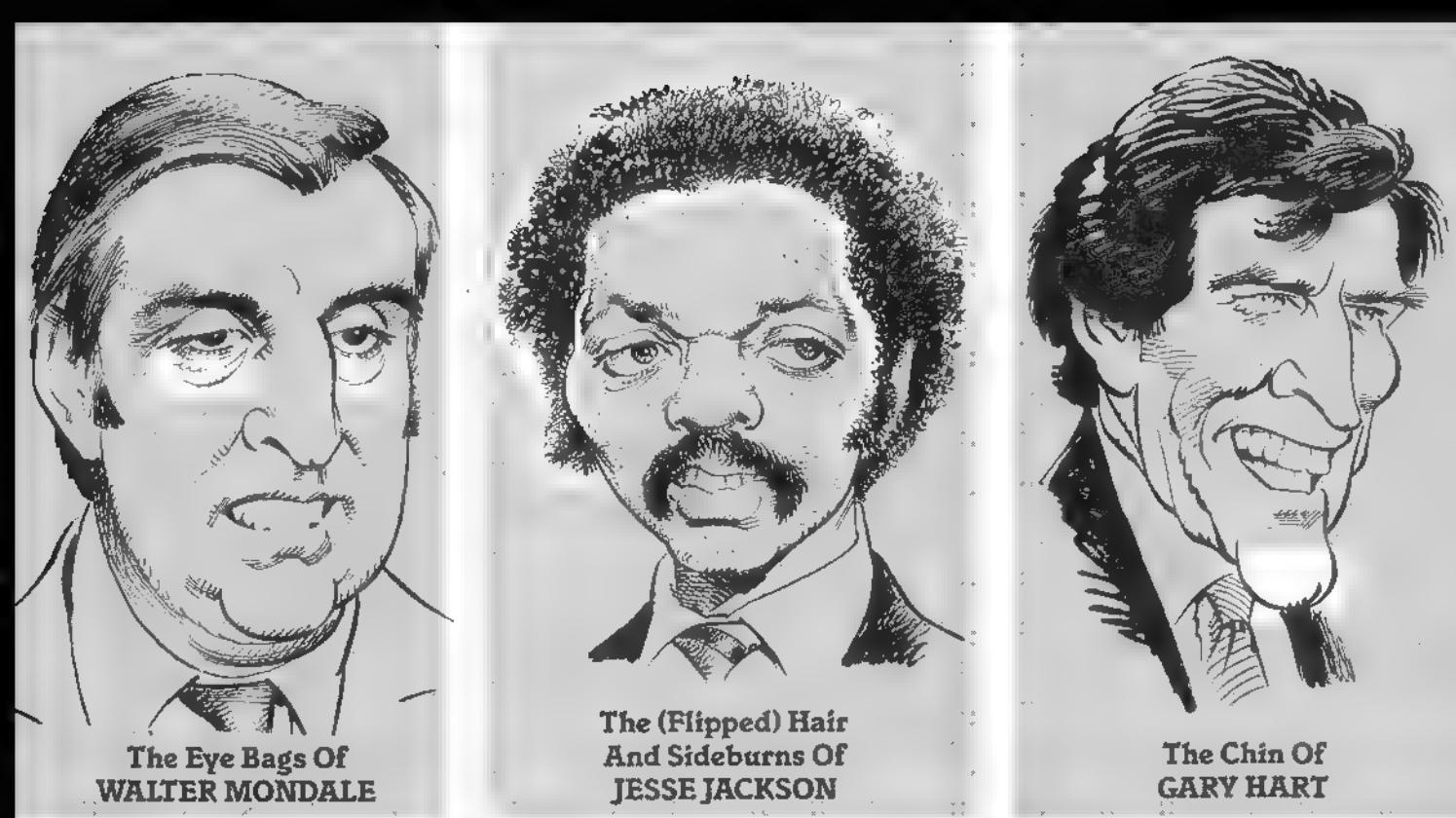
The Nose, And The
Shock Of Gray Hair Of
TED KENNEDY



The Bald Pate Of
JOHN GLENN

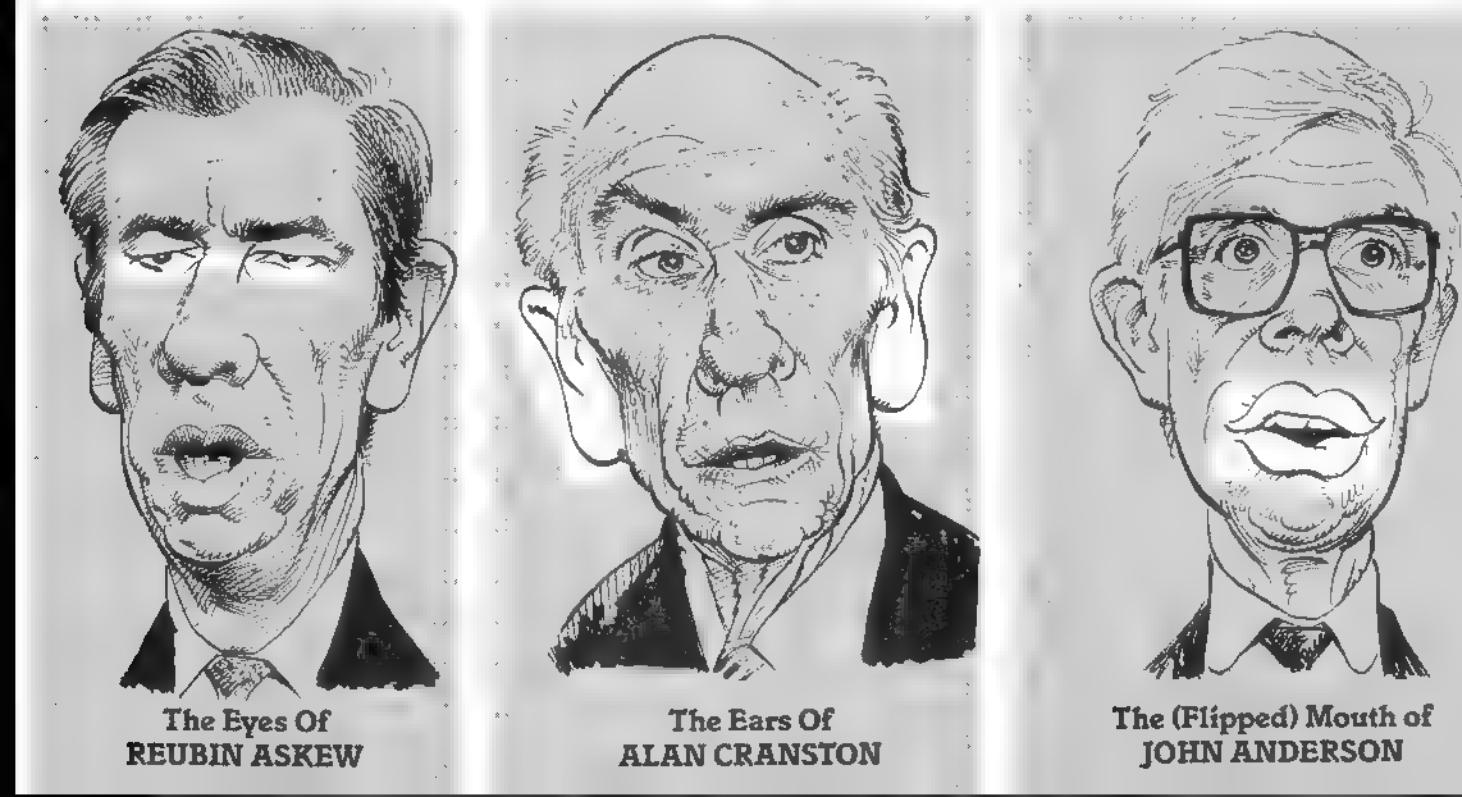
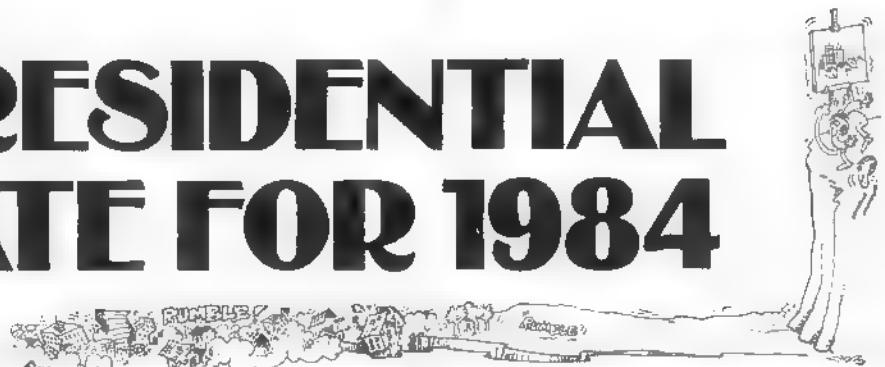


The Expression Lines Of
GEORGE McGOVERN

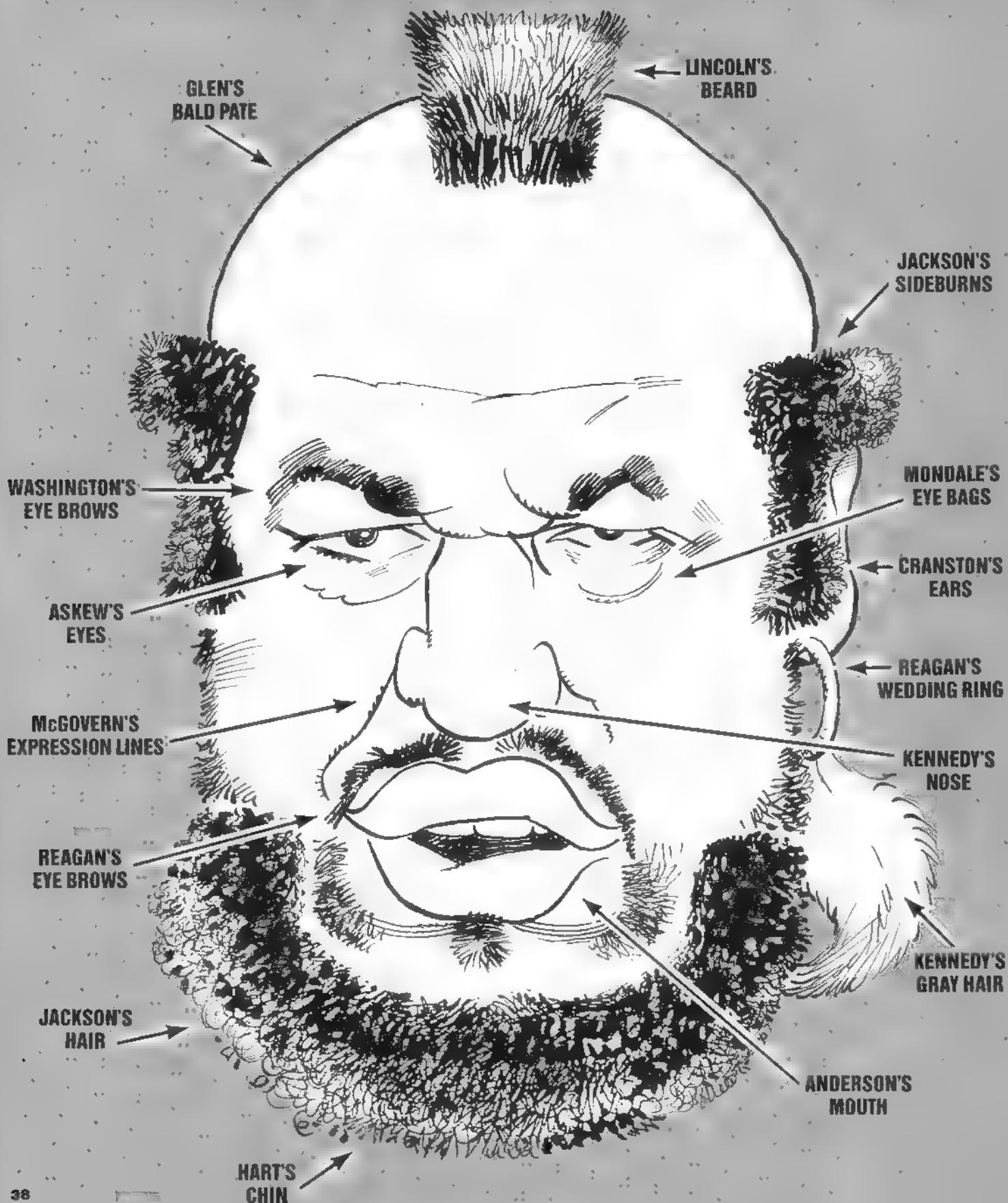


IDEAL PRESIDENTIAL CANDIDATE FOR 1984

WRITER: DON EDWING



AND HERE HE IS... MAD'S IDEAL PRESIDENTIAL CANDIDATE FOR 1984



SWEAT SUCKS! DEPT.

Wherever you look today, people are into jogging, tennis, marathon-running and other forms of (yecch) exerting pastimes. Mainly, physical fitness has taken over. Which makes it really tough on lazy slobs who hate exercise in any form, but don't want to admit it. What in heck are they supposed to do? Well... as luck would have it, MAD recently came across ■ catalogue crammed with items especially designed for the "Non-Athlete." Which is our way of introducing...

ARTIST: BOB CLARKE

IDEA BY JAMES KASMR

WRITER: FRANK JACOBS

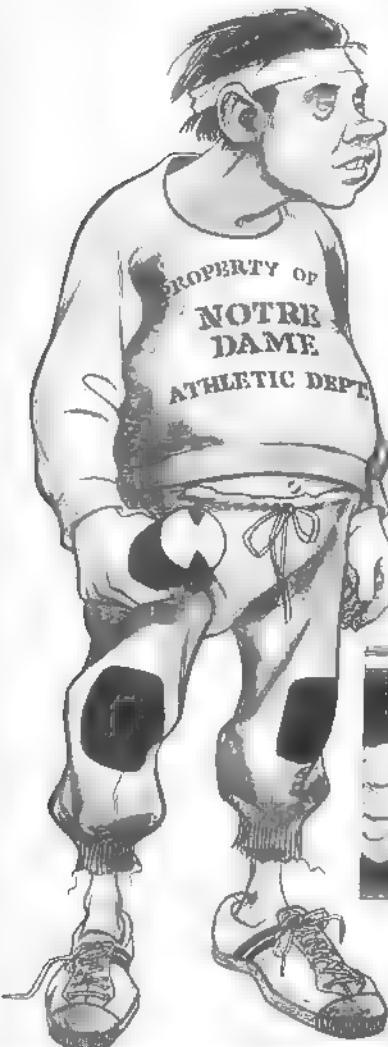
The SHAM-JOCK Catalog

PHONY
ATHLETIC
ATTIRE
FOR THE
ARMCHAIR
ATHLETE

Get With The
Sham-Jock Look
And Fake Out
Your Friends!

SHAM-JOCK SPORTING GOODS, INC.
Manufacturing Equipment For The Non-Athlete
Who Wants To Look Like One Since 1980 Or So

OUR "SLOB'S SWEATSUIT" IS DESIGNED TO IMPRESS!



NOTE THESE EXCLUSIVE SHAM-JOCK FEATURES!

The "stenciled inscription" makes it look as if you once starred as ■ first-string college athlete.

The pre-stained underarms gives "evidence" that your sweatshirt has actually been sweated in.

The pre-patched knees convinces your friends that this is a garment that has actually been used for your grueling daily workouts.

The pre-ripped ankle bands backs up wild stories in your "courage" attempting to evade snapping dogs while jogging or marathon-running.



Sweatshirt elbows are triple-layer padded, providing comfy support for those weekends that you spend holding cans of beer while you doze off in your favorite easy chair!

NO. 819

\$39.95

SMELLING IS BELIEVING!

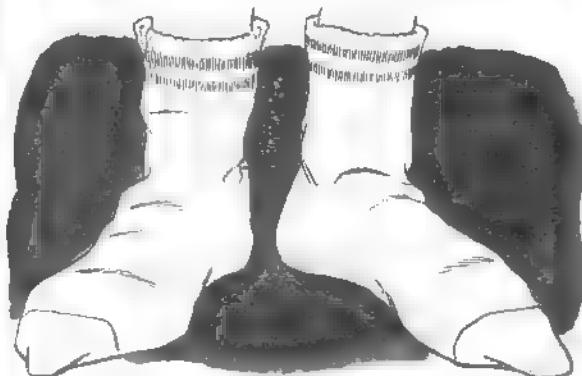


So why work up perspiration when you can spray it on with "Quik Sweat"? Applied to the face, it beads and runs like the real thing! Applied to the underarms, it clings and gives you that unmistakable "work-out odor"!

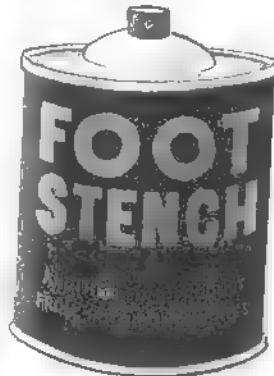
NO. 297

PER CAN \$5.95

YOU REALLY GET INTO SHAM-JOCK SOCKS!



Sock it to your chums with our phony footwear! Each pair of our Sham-Jock Socks sports bogus "athletic stripes" at their tops—pre-faded to simulate rugged jock use! Actually, material is heather-soft cashmere for maximum luxuriating while you're goofing off!

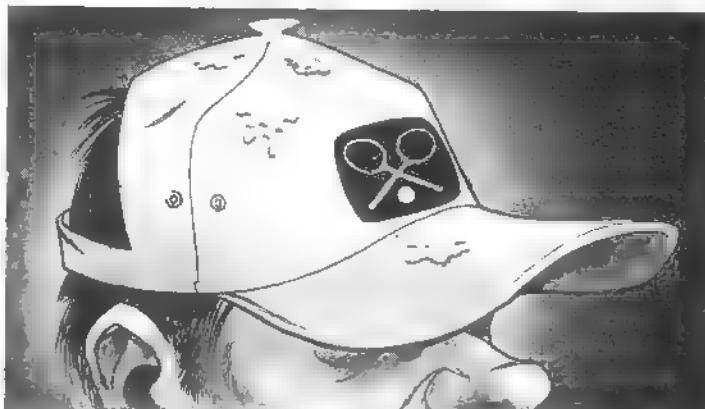


NO. 435

**1 PR. \$5.50
3 PR. \$15.00**

Order 3 pair of socks and get a FREE spray can of our patented Foot-Stench formulated to duplicate the ick-sickening smell of most runners' feet!

KEEP ON THE TOP OF YOUR GAME!



Your game of fakery, that is, when you wear your nifty Sham-Jock Tennis Hat! Pre-wilted and pre-stained with lifelike bird droppings, it has that authentic "Used Look" coveted by all lazy non-athletes! Order it today!

NO. 281 (SPECIFY HAT SIZE) \$6.95

OUR SHAM-JOCK SNEAKERS ARE A REAL "PUT-ON"!

Bending over can be strenuous! Why be "tied down" with ordinary sneakers when you can ease your feet into "Fake Laced" zippered slip-ons!

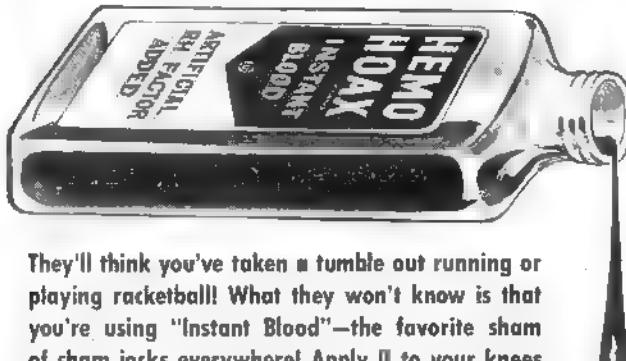


Factory worn soles will prove beyond a doubt that you're into heavy running!

Sole edges are decorated with fake "tar" and "doggie-do" stains... giving more evidence of much rugged street running!

NO. 1015 \$32.50 WITH OPTIONAL IMBEDDED NAIL \$36.50

FAKE THEM OUT WITH "INSTANT BLOOD"!



They'll think you've taken a tumble out running or playing racketball! What they won't know is that you're using "Instant Blood"—the favorite sham of sham jocks everywhere! Apply it to your knees or elbows, it looks, congeals like the real thing!

NO. 207 \$2.95 PER BOTTLE

GET SMASHED OFF THE COURT!

It looks like a can of tennis balls... but actually, it's a sneaky "thermos" that holds 16 oz. of beer or booze or soda or whatever you drink! Now you can have a quick and quite snooful... while all those other idiots around you are into (yech) exercising like mad.

NO. 211 \$12.50



WHO'S COVERING UP?

You are... when you dress up your library by covering up your old books with our fake jock-sounding jackets! Choose from these exciting titles:

NO. 290 EACH \$1.95



YOU'LL LOVE THESE ADDED "EXTRAS"

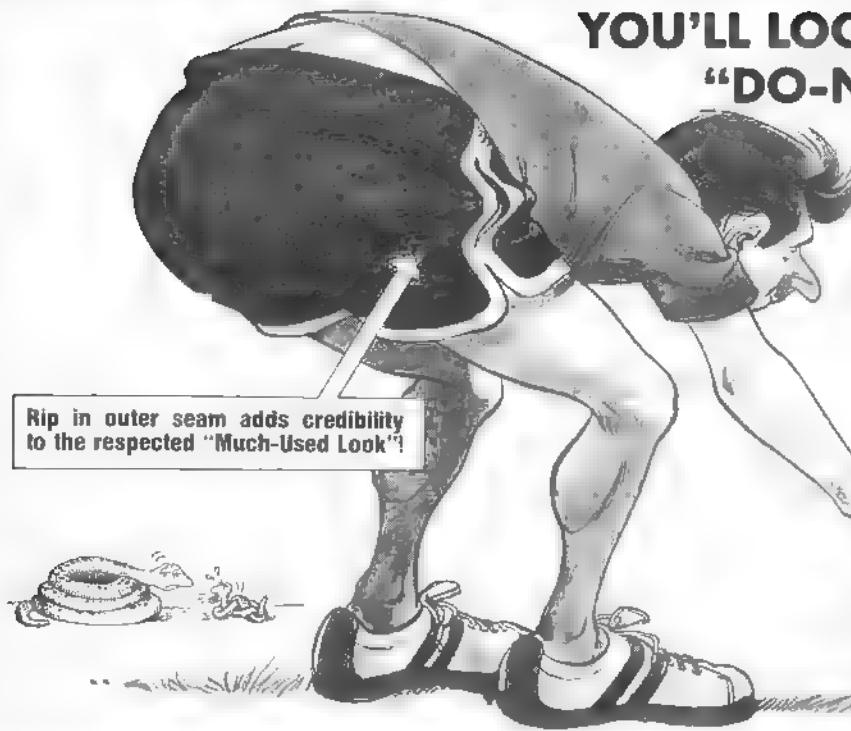
Knots in laces will convince your athletic pals that these sneakers have seen plenty tough daily use!

Optional "Imbedded Nail" effect adds to convincing "Run-In Look"!

Cushy heel-base with butter-soft padding guarantees comfort when propping feet on sofas, coffee-tables, footstools and hassocks!

Reinforced multi-layered toe tips resist wear and tear associated with kneeling and tuning TV sets.

YOU'LL LOOK GYM-DANDY IN OUR "DO-NOTHING" GYM SHORTS



Rip in outer seam adds credibility to the respected "Much-Used Look"!

THE MORE YOU'RE OUT OF SHAPE
THE MORE YOU'LL LOVE THEM!

Discover a new world of non-exercise with the gym shorts favored by out-of-shape "dowdlers" the world over!

The fabric is pre-grimed with road dust mixed with authentic city soot, creating the impression you're into heavy outdoor running like marathons!



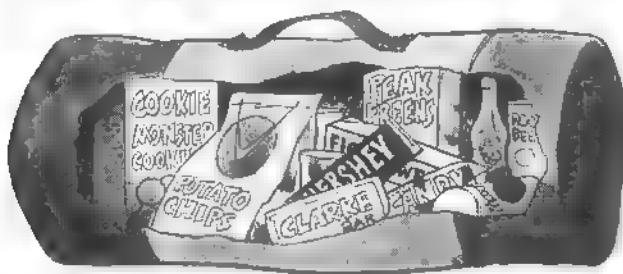
Grass stains give "proof" you've taken spills on many a fictitious slope!

Seat is velour-lined for comfy softness while sitting around, and crotch area is double padded to prevent the dreaded "thigh shock" resulting from holding iced drinks between your legs.

NO. 663

\$9.95

THE SHAM-JOCK GYM BAG HAS IT ALL!



Our most successful item of athletic fakery! Friends will think you're toting shorts, gym socks and other detestibles! In truth, as the cutaway shows, bag's interior contains compartments for stashing cookies, candy bars, potato chips and similar junk food necessities needed at a moment's notice by the phony jock!

NO. 275

CHOCK FULL OF GOODIES

\$12.95

\$29.95

GET INTO AN OLD RACKET!

Carry around this beat-up old tennis racket... and look like a demon of the courts! Pre-scuffed and scratched, its loose strings provide you with the alibi that you're "waiting to have it re-strung!" You're not, of course, and you'll come off as a real tennis fanatic! Off the court, that is, before you can exert yourself!

NO. 244 \$27.50



THEY'LL LOVE YOU...IN A PHONY CAST!

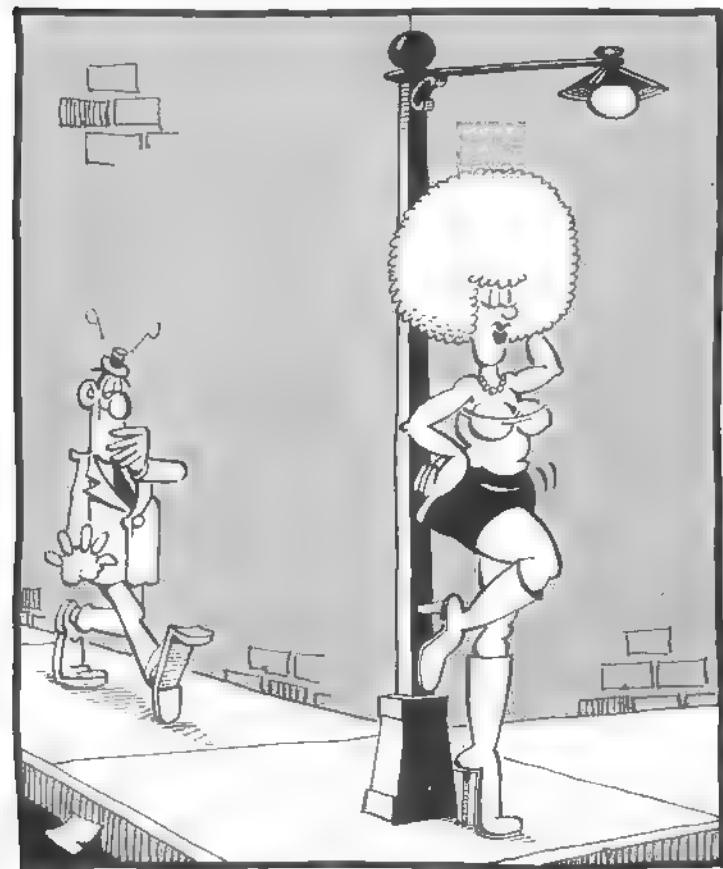
A must for the non-skier! Ultra light weight, it fits snugly around your leg as if something was actually broken! It's a sure-fire way to make out in the lodge, while the real skiers are wasting their time on the slopes!



NO. 224 \$15.95

PRE-AUTOGRAPHED \$25.95

ONE FINE EVENING ON A STREET CORNER



SALOONY GOONS DEPT.

What would you call a guy with the gall to open up a bar—
 ♫ Knowing that booze is why he's now a *former* baseball star?
 A guy like that you'd call a creep!
 That ain't so on ■ TV show that's built around a place—
 Where the cast drops zingers at a rapid-fire pace!
 Put downs and brews straight from the tap!

Sometimes folks want to zap their good ol'
 buddies and their peers—
 ♫ Blast 'em after all these years!
 With this in mind producers find
 that they're insuring their careers!
 They've got ■ show that's got them laughing in their...



OB eers

Man, I am beat!
I been diggin'
ditches, pullin'
wire an' layin'
cable all day!
But now... it's
**SOPHISTICATED
COMEDY TIME!**

Yeah! After a tough
day, we blue-collar
workers thirst for
only **ONE THING**...
witty, refreshing
ONE LINERS... an'
hip, underplayed
satirical FARCE!

Everybody
comes here
to "BEERS"!
It seems
to be the
**HOT, NEW
COMEDY
HANG-OUT!**

And deservedly so...! As a TV
Critic, I must say the "writing"
is crisp, the "relationships"
deep and the "regulars" quirky!
In all my years of watching TV
SitComs, I don't ever remember
this level of intelligent humor!

I do!!
When
WE
did it,
a year
ago!!
YOU?

Yeah!
in our
late,
great
TV
Series
called
"TAXI"!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN

Sure!! Anything you say! How's
THIS for subtle, Jock-Face?!!

Killa
is in
some
mood
today!

She
is one
crude,
tough
lady!

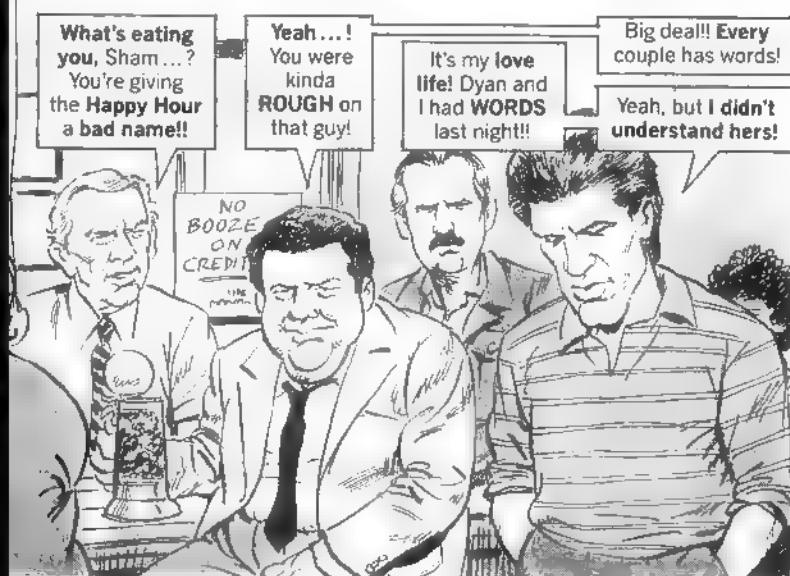
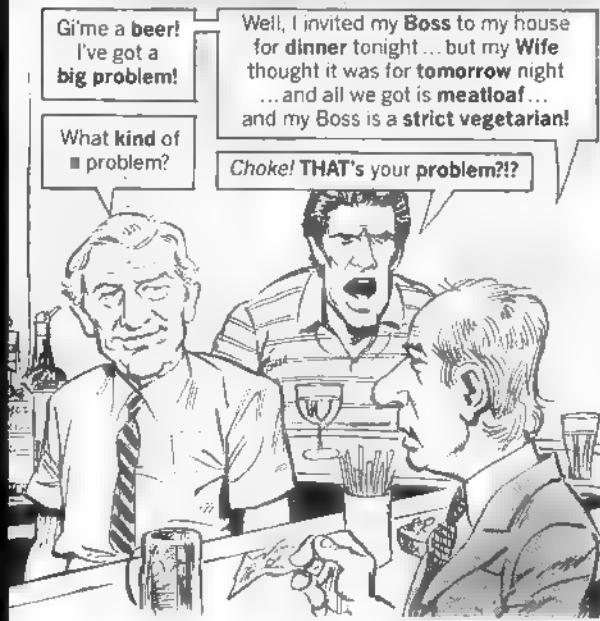
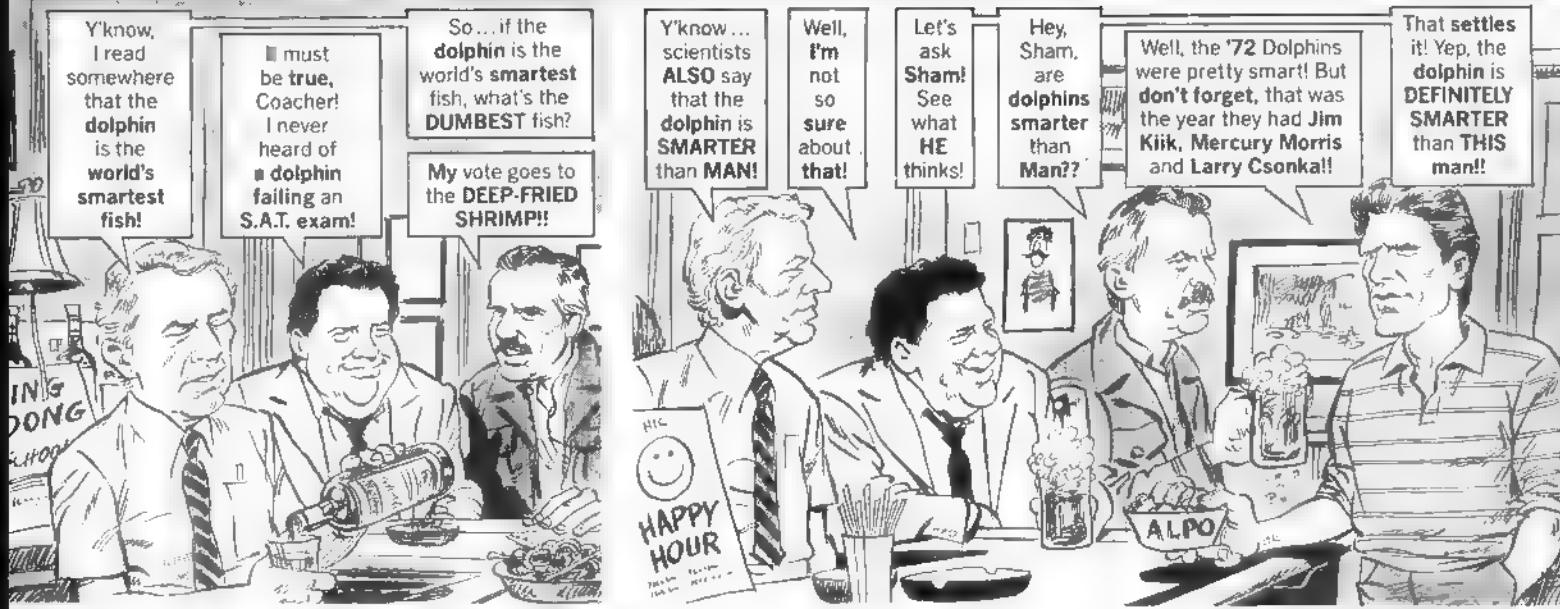
Yeah! I understand
that when she saw
"Terms of Endear-
ment," she rooted
for the malignancy!

Okay, so what'll it
be today, Abnorm?

The usual, Coacher!

'Right! Two minutes
of semi-cute, pre-
plot, verbal by-play
...COMIN' UP...!!





I think it's time for another of our "woman-to-vegetable" talks, Sham!

Okay! What's on your mind?

It's obvious that our relationship is a transparent charade! We're from two different worlds! I'm uptown, you're downtown! I'm a college intellectual, you're a low-brow jock! I adore Shakespeare and John Cheever, you worship Whitey Ford and Nolan Ryan! I have super intelligence, and you have the I.Q. of a turtle! We are the most mis-matched pair in TV SitCom history!

So...?? Bottom line!! What are you trying to say??

Bottom line?? You're a tall, handsome hunk!! Let's get married!!

Hey, you're serious!!

Yes! I want a commitment from you... before this show gets so clever, it's cancelled!

Gee, Dyan... I'm not sure I could settle down! As an ex-ball player, I kinda LIKE the "Free Agent" rule!

Perhaps if I changed into SOMETHING FLIMSY!!



Okay...! You went out, and you came back, and I'm still waiting! What's so FLIMSY??

The PREMISE!! You have 24 hours... or 2 MAD pages... to make up your mind! Marry me... or I'm quitting "BEERS"!!

Holy cow! What a dilemma! I LIKE Dyan, but I can't tie myself down! There are still 40 or 50 girls in New England that I haven't been to bed with!!

And I'M one of them!!

Killa!! YOU?? Are YOU coming on to me!

Why NOT?? Every OTHER chick in this series does!!

Hey, FORGET Dyan! That egghead broad is out of your league! But YOU and ME... we're STREET PEOPLE! We're TWO OF A KIND! We've both been KICKED AROUND! And we both SHAVE TWICE A DAY... !!



No way, Killa! You're laughs, but it would never work!!

Why not?! Is it because I look like a walking promo for the "Boston Zoo"?

Don't be dumb!

Is it because I've got the crudest mouth on TV, and even John McEnroe once found me crude and disgusting??

No, don't be silly!

Okay... level with me! Is it because I've got a face that would stop an electric clock!

C'mon...!

Excuse me... but can you tell me the time... ?

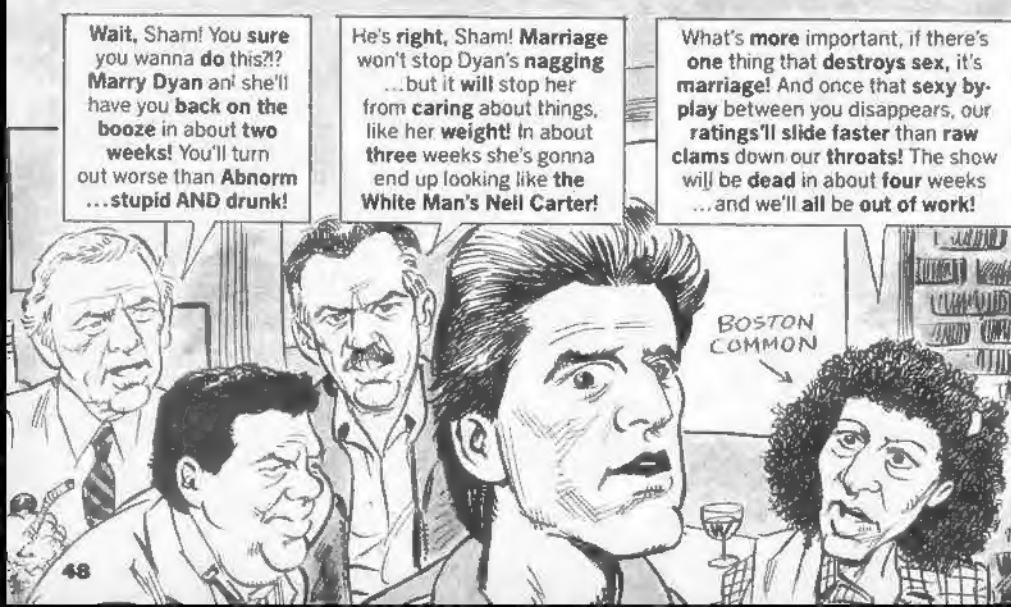
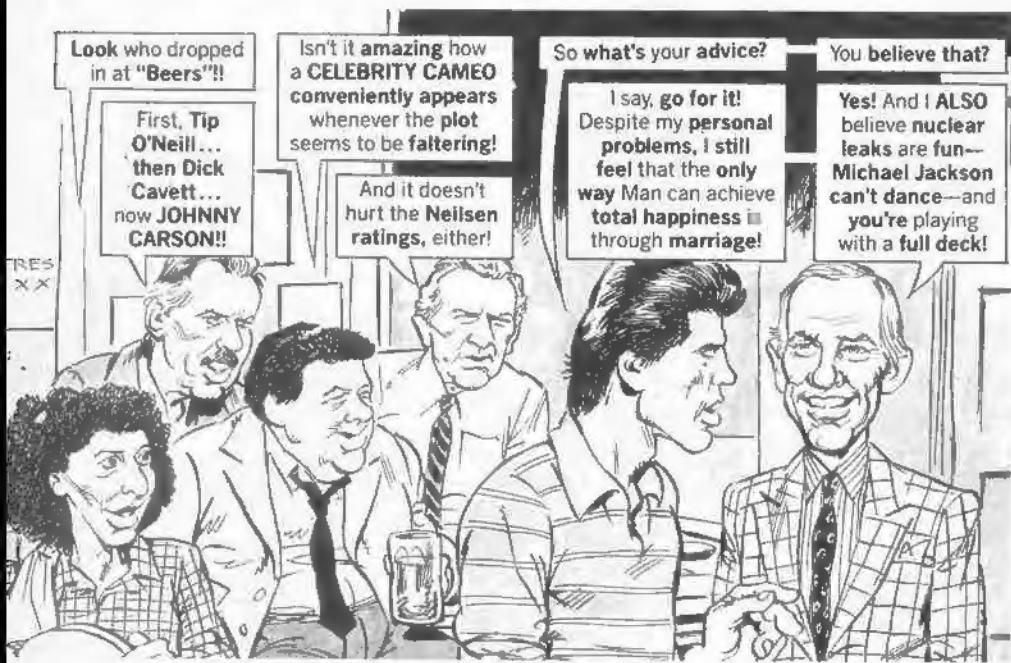
It's a quarter past September 30th, 1982!!

Hmm! That's a strange time!!

Yeah! Funny thing, though! That's the very day that Killa started working here!

See...? SEE-!?





**HOW ARE
SOME PEOPLE
BRINGING
FAR-OUT SEX
AND VIOLENCE
INTO THEIR
DULL LIVES?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

People everywhere are the same. We all crave excitement...and stimulation. To find out how some of us are getting it, fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



BY STUDYING PEOPLE, ONE CAN PREDICT HOW THEY'LL TURN OUT WHEN THEIR LIVES ARE TERRIBLY DULL. RELYING ON RECENTLY RELEASED EVIDENCE THAT IS BOUND TO SHOCK US ALL, WE FIND THAT LUST AND VIOLENCE PROVIDES THRILLS THAT WERE FORMERLY CONSIDERED TABOO

A)

B

